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Parks illuminate for the holidays

AT: *Pam Sherborne*
psherborne@amusementtoday.com

Amusement and theme parks across the U.S., big and small, are hosting an abundance of holiday celebrations to put the young and old alike in the holiday spirit.

Most festivities began in November and run until the end of December or into 2020.

Following are some of those holiday celebrations.

SeaWorld Parks and Entertainment

SeaWorld Orlando (Florida), **SeaWorld San Antonio** (Texas) and **SeaWorld San Diego** (California) kicked off the holidays with festivities that started Nov. 23 and will run through Dec. 31. The parks are aglow in millions of lights and offer festive food and beverages, strolling entertainment, holiday shopping, Santa sightings, Rudolph the Red-Nosed Reindeer and more.

New this year to all three SeaWorld parks is the Sesame Street Christmas Parade as well as the presentation of *O Wondrous Night*.

A highlight at SeaWorld Orlando is a sea of dazzling lights with the Sea of Trees as images on over 100 trees come to life, including a giant centerpiece tree that towers 70 feet above the water.

An additional new event at SeaWorld San Diego is Cirque Christmas.

Another SeaWorld Park and Entertainment company, **Busch Gardens Williamsburg,** Virginia, began its holiday celebration, titled Christmas Town, on Nov. 16. The event will last until Jan. 5, with 10 million lights, the Christmas Town Express holiday-themed train ride, Santa's Workshop, and festive food, drinks and unique holiday shopping. Guests can dine with Saint Nick and Mrs. Claus and enjoy musical performances from Sesame Street characters. Rudolph the Red-Nosed Reindeer will be on hand and live performances abound.

New for 2019 is an inspirational holiday music show and an all-new Christmas tree maze.

Busch Gardens Tampa Bay, Florida, kicked off the holidays on Nov. 16 and will run through Jan. 6.

▸ See HOLIDAYS, page 6

SeaWorld Orlando kicked off the holidays with festivities that started Nov. 23 and will run through Dec. 31. A highlight of the event is the Sea of Trees, where images come to life on more than 100 holiday trees. COURTESY SEAWORLD

The International Association of Fairs and Expositions (IAFE) is expecting a big turnout for its convention and trade show at the Henry B. Gonzalez Convention Center in San Antonio, Texas. COURTESY IAFE

IAFE convention, trade show to be bigger in Texas

AT: *Pam Sherborne*
psherborne@amusementtoday.com

SPRINGFIELD, Mo. — Fueled by last year's success, expectations are high for the **International Association of Fairs and Expositions** (IAFE) **2019 Annual Convention and Trade Show**, set for Dec. 1-4 at the **Henry B. Gonzalez Convention Center** in San Antonio, Texas.

Marla Calico, IAFE president and CEO, said during the first week in November the organization's staff was still processing registrants, so an estimated attendance figure was not available. But with a virtually sold-out trade show, an educational program second to none, showcases and exceptional networking opportunities, IAFE was anticipating a great show.

This is the second consecutive year the event has been held in San Antonio. Calico said they are expecting 300 exhibitors and close to 400 booths.

"We have a significant number of returning exhibitors, but (we do have) some new ones, especially in the area of technology, such as ticketing," Calico said.

The IAFE trade show is dedicated specifically to firms with products, services or entertainment for agricultural fairs. On the floor, exhibitors visit with special event producers, entertainment buyers, carnival executives, concessionaires and facility managers.

"We are very proud of the education content of the 2019 IAFE

▸ See IAFE, page 8

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AMUSEMENT VIEWS

***AT* NOTEBOOK:** *Gary Slade, gslade@amusementtoday.com*

Giving thanks

Slade

I'd like to take a quick personal moment to say 'Thank You' to all in the industry who recently contacted me after the sudden passing of my brother, Raymond Slade, just two days after my return from IAAPA Expo Europe 2019.

From the countless phone calls, emails, cards and letters I received, it just reminded me of how many true, good friends we all really have in this great amusement industry.

I'm now the last living member of the family, and let that remind us all of how short our time is here on Earth. With the holidays just around the corner, this can serve as a good reminder to reach out and connect with family and friends that you may not have touched base with recently. I'm sure they would love to hear from a familiar voice.

Two special thanks: to Pete Owens and the Dollywood team for the plant arrangement featuring a beautiful wooden cross that is now hanging on the wall in my brother's living room and to Janice and Brian Witherow, Cedar Fair, for the inspiring message imprinted on the Christmas ornament that will soon be displayed on my Christmas tree.

While picking up extra copies of the *Eastland Telegram* that featured my brother's obituary, it was nice to visit the *Telegram*'s publisher H.V. O'Brien, a true Texas legend in the newspaper world. I owe so much to him for his guidance shaping me into a real newspaper man and photographer during my days there.

H.V. and my grandfather, R.H. Reed, were the best of friends when they lived in Carbon, Texas. My grandfather's name is inscribed on the cornerstone wall of the schoolhouse where my mother graduated. He was on the school board when the building was built, and H.V. was there to cover all of it, showing the beginnings of the great newsman he would become.

•

From all of us at *Amusement Today*, we wish you all a Merry Christmas and Happy New Year!

FLINT'S VIEW: *Bubba Flint*

INDUSTRY OPINION: *Dean Lamanna, dlamanna@amusementtoday.com*

Why Santa matters more than ever

Lamanna

'Tis the season when specially uniformed workers fly into service at shopping malls, amusement parks and other venues where families gather. And for these latter-day representatives of the centuries-old legend known as Santa Claus, and those who support and admire him, it's more than just an annual gig.

Perhaps nowhere is this more evident than at Mall of America in Bloomington, Minnesota, where on Nov. 7 thousands converged on Santaland — St. Nick's home away from the North Pole — to welcome the man with the red suit and cottony beard. Cookies and hot chocolate were served as the Eden Prairie High School Marching Band played and Santa paraded through Nickelodeon Universe to his snowy throne, where he settled in to greet children, pose for photos and field gift requests.

The mall's lead storyteller and experience designer, Chris Grap, who, along with a team of 50, is tasked with decking 5.6 million square feet of halls for the holidays, considers our youthful encounters with Kris Kringle a formative kind of immersive theater.

"There's a silent agreement between the parents and Santa that we're creating this narrative for the child to be a part of," said Grap, himself a dad. "It's symbolic of hope, joy and wonder, of great curiosities. And it's a great point of connection for families."

As such, a visit with Santa Claus matters more than ever in this age of device-driven distractions. "If you have everything you need at your fingertips, you're not going to discover what's out there," Grap said. "Developing an attention span is important."

Fostering civility and generosity is, too, and Santa embodies these values. So does another childhood touchstone, Mr. Rogers — the subject of an acclaimed 2018 documentary, *Won't You Be My Neighbor?*, and a new movie, *A Beautiful Day in the Neighborhood*. More than nostalgia, the world's current kindness deficit is causing us to tighten our embrace of such figures.

Grap, for one, feels fortunate to promote the cause of Claus. "Santa's the only one here at the mall who gets his own parade," he said with a laugh.

For Old St. Nick, and our collective psyche, that's jolly good.

Opinions expressed on this page are those of the columinst(s) and do not necessarily reflect those of the publisher.

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2 MINUTE DRILL

AT: Janice Witherow

Grace Peacock, Canada's Wonderland

For someone who is a relatively "newbie" to the amusement industry, **Grace Peacock** is certainly getting — and enjoying — the swing of things. With a background in journalism (specifically, TV broadcasting), communications and political science, Grace has a passion for storytelling, which is perfect for her position as communications director at **Canada's Wonderland** near Toronto, where she has worked for the last two-and-a-half years. Her proudest moment so far at the park is the launch of Yukon Striker (world-record-breaking dive coaster) that opened to international acclaim. Grace's dependability, grit and compassion are ideal traits to bring to her role in the amusement business.

Grace Peacock is relatively new to the amusement industry, but she displays a passion for the storytelling that is so vital to modern theme parks.
COURTESY CANADA'S WONDERLAND

Title: Director of Communications

Number of years in the industry: 2.5

Best thing about the industry:
I have a treasure trove of memories from my youth, going to amusement parks with my family. To know we're helping others create their own special memories, is a real privilege.

Favorite amusement ride:
Yukon Striker. Specifically, front row, far right.

If I wasn't working in the amusement industry, I would be …
Much more gravitationally-centered!

Biggest challenge facing our industry:
How to deliver innovative entertainment experiences that fulfill the guest's need for immersive, participatory attractions — while, at the same time, remaining true to the spirit of family entertainment and the guiding principles that make each of our parks unique.

The thing I like most about amusement/water park season is …
Watching guests arrive through the front gate, particularly the kids. I love seeing that look of joyful anticipation on their faces as they charge along, maps in hand, ready for their adventure to begin!

If I had to appear on a game show, it would be … *Jeopardy*.

It's December! My favorite holiday song is … "It's Beginning to Look a Lot Like Christmas" by Bing Crosby. I prefer the classics.

Holiday shopping: love it or loathe it?
Love it, only if it's online or well in advance.

Best movie to get into the holiday spirit:
A Christmas Story ("You'll shoot your eye out!").

The one thing I am most looking forward to in the New Year is …
Vacation! Our off-season begins in January after we wrap on our very first WinterFest.

Ten years ago, I was … Running a newsroom in Toronto for several weekly newspapers.

I would love to vacation here … Italy — the small towns and cities off the beaten path.

In one word, living in Canada is … Inspiring.

The last concert I bought tickets for was …
Soundgarden, 2011, in Toronto.

Choose one: beer and pretzels or wine and cheese? Wine and cheese.

My idea of relaxing is … Canoeing on a still lake at the cottage in the morning.

Favorite meal to cook:
Braised ginger-hoisin beef roast with sweet potato mash and garlicky green beans.

My last good night's sleep was …
I have two kids — boys, 4 and 7. So… before they existed.

The most interesting person I have ever met would have to be …
Any of my four grandparents, and I wish I had had more time to hear their stories.

If I could "do over" something from yesterday, it would be …
Eating that leftover Halloween candy.

When my alarm goes off …
I hit snooze twice.

Favorite place to hang out and think:
My backyard patio in the summer by the garden.

When I say politics, you say …
We get what we vote for.

THE INDUSTRY SEEN

Engineering art

Skyline Attractions' Chris Gray takes his love for creativity and drafting a step further with his own paintings and art. With his work on display at the FAVO gallery in Orlando, Gray uses his art as a way of exiting the world of exactness that is required as a roller coaster designer. Gray's artwork also appears on unique clothing items, including men's ties (inset left), scarves and yoga wear, which is available via eyesonart.com.
COURTESY CHRIS M. GRAY

Reflections ON FUN

AT: Lottie Minick

Opryland goes Hollywood

This issue's story comes courtesy of Ed Stone, a former publicist for Nashville's Opryland USA, which operated 1972-97. Enjoy!

The *Grand Ole Opry* celebrated its 50th anniversary in the fall of 1975. I had joined the public relations department of the country music stage and radio show's then-home, **Opryland USA**, the previous year.

Bud Wendell, president of **WSM, Inc.**, which owned the program and the theme park, asked me to drum up national publicity for a commemorative special filmed at Opryland that ABC-TV had acquired for broadcast. He also tapped the King of Country Music, **Roy Acuff**, to help me spread the word.

One of our first stops was Los Angeles, where Acuff was set to appear on *The Tonight Show Starring Johnny Carson*, Dinah Shore's variety program and others. Our first night in town, the two of us decided to hit the **Brown Derby** restaurant.

Walking into the place, I noticed a mass of TV news folks. In their midst were none other than **Roy Rogers** and **Dale Evans**. I pointed Acuff in the couple's direction. When the two Roys spotted each other, all three performers — old screen costars, all — reunited in a group hug.

In Nashville, I was always around country music royalty. But being introduced to the King of Cowboys and his Queen, and getting the singing-acting duo's autographs, was a special treat — an only-in-Hollywood moment that made the journey west "Happy Trails," indeed.

Lottie Minick is a 45-year attractions industry veteran and co-owner of Dallas-based Minick Associates, a design firm founded by her late husband, Bob. Her monthly column features behind-the-scenes anecdotes of her own and from those who have worked in the business. Got a fun industry story? Email lottie@minickassociates.com.

AmusementTODAY

ANNUAL HOLIDAY COOKING GUIDE

Amusement Today continues its annual tradition of sharing family recipes from industry professionals. For this holiday season, we have two company CEOs sharing family favorites, and two from the marketing and special events side of the industry. Enjoy!

Carly Uglow

Kentucky Kingdom

Peanut Butter Balls

Ingredients:

- ½ cup powdered sugar
- 2 cups chocolate chips
- 1 cup sweetened condensed milk
- 2 cups Peanut Butter

1. Mix all ingredients together in large bowl.
2. Place bowl in refrigerator for at least 30 minutes.
3. Remove from refrigerator and roll into quarter sized balls.
4. Enjoy!

NOTE: Store Peanut Butter Balls in refrigerator.

Jeffrey Eisenberg

Dutch Wonderland

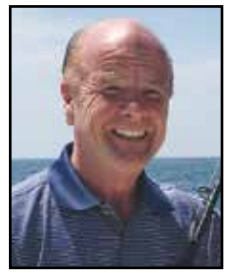
Homemade Pasta Alfredo

Here's a relatively simple recipe but we've enjoyed this every Christmas Eve for the past few years. It is a homemade pasta alfredo. For brevity the ingredients and steps have been included together:

- Pick your favorite pasta. We recommend and typically use gemelli, but any will work just fine.
- Boil water and begin cooking pasta.
- In a separate pot over moderate heat, melt ½ cup of butter and add 1 pint of heavy whipping cream.
- As they melt together, stir and add just a bit of olive oil (2 tablespoons or less).
- Once hot, slowly add 1 cup of shredded parmesan cheese. It's of course freshest if you shred it from a block, but packaged parmesan is great, too.
- Stir sauce mixture until the cheese and butter are completely melted.
- Add extra cream to adjust sauce thickness per your preference.
- Sprinkle minced garlic (up to 1 tablespoon) and ground pepper into the sauce as desired.
- Drain pasta and pour in sauce per amount of pasta. The ingredients noted here will yield enough alfredo sauce for up to 1 full box of most pasta types.
- As desired, mix in steamed peas or another favorite veggie.

Ed Hiller

Ride Entertainment



Eastern Shore White Christmas Fruit Cake

Ingredients:

- *2 cups butter*
- *2 cups fine sugar*
- *10 eggs*
- *1 nutmeg, grated*
- *1 teaspoon soda*
- *1 teaspoon baking powder*
- *4 ½ cups flour*
- *1 wine glass rum*
- *2 oranges, grated, peel and juice*
- *1 teaspoon vanilla*
- *½ pound candied pineapple*
- *1 pound currants*
- *1 pound raisins*
- *1 pound blanched almonds*
- *flour for dredging*

1. Cream butter, sugar and eggs in one bowl until light.
2. Sift dry ingredients together in another bowl.
3. Dredge fruit and nuts lightly in another bowl.
4. Blend dry ingredients into creamed mixture with rum, orange juice, peel and vanilla.
5. Stir in floured fruit.
6. Put batter in buttered deep pans. Bake at 325 degrees: 1 hour for small pans; 2 hours for large bundt pans. (Test with straw.)
7. When cool, wrap in piece of linen soaked with rum in air-tight container.

Tim Timco

S&S – Sansei Technologies

Tim's Holiday Oyster Stuffing

Ingredients:

- *2 cans diced new potatoes (drained)*
- *2 nice size sweet yellow onions*
- *2 bags cubed breadcrumbs*
- *1 teaspoon red pepper flakes*
- *2 eggs*
- *1 can navy beans (drained)*
- *1 can chicken broth*
- *1 stick salted butter*
- *½ pound raw oysters*
- *1 Tablespoon salt and pepper*

1. Sautee potatoes, onions, red pepper flakes, salt and pepper until onions are soft and opaque in butter.

2. Mix above with breadcrumbs, beans, chicken broth, oysters and eggs in large bowl. Mix well, immediately after mixing add contents to cooking oil lined glass baking dish.

3. Bake covered with foil one hour at 250 degrees, check on while baking.

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Galaxy Lights at the Space Center Houston (above left) is a new tradition that has transformed the facility. The event runs through Jan. 5, and is being presented by Reliant. Hersheypark, Hershey, Pennsylvania, began celebrating for the holidays on Nov. 15. The Christmas Candylane event (above right) runs through Jan. 1. COURTESY SPACE CENTER HOUSTON; HERSHEYPARK

HOLIDAYS

Continued from page 1

Being featured here are the Sing-Along Train, holiday shows and of course, visits with Santa and Rudolph the Red-Nosed Reindeer. Christmas Town at Tampa Bay features extended hours on weekends and additional select dates with even more festive experiences, including indulgent culinary treats at the Christmas Town Village, and nighttime experiences on exciting rides and attractions.

Hershey Entertainment and Resorts Company

It's the most wonderful time of the year in Hershey, Pa., with **Hersheypark** Christmas Candylane currently underway for another holiday season. Christmas Candylane opened Nov. 15 and will run through Jan. 1.

The celebration features family-friendly rides and coasters, weather permitting, as well as four million sparkling lights and live entertainment holiday shows.

Hershey characters are abundant throughout.

A new offering for 2019, Reese's Cupfusion attraction, has guests joining the mission to protect the factory and ensure the world is never deprived of Reese's Peanut Butter Cups.

Children can meet Santa in his indoor heated Candy Cottage and his reindeer also are making a special stop at Christmas Candylane.

Additionally, guests are able to view a variety of animals at ZooAmerica North American Wildlife Park.

Signature hot chocolate as well as other sweet treats like s'mores and King Size Shakes are being served.

The Old Time Christmas celebration at Silver Dollar City, Branson, Missouri, runs through Dec. 30. The highlight for guests this year is the park's new 80-foot-tall Christmas tree. COURTESY SILVER DOLLAR CITY

Queen Mary

The Queen Mary in Long Beach, California, is holding its holiday celebrations from Nov. 29-Jan. 1. Being featured are tours of the ship, of course. Located in the Port of Long Beach, the Queen Mary, an **Urban Commons** property, took its maiden voyage in May 1936. It is rich in maritime history, with authentic art deco and stunning views of the Pacific Ocean and Long Beach city skyline.

Additional highlights include strolling entertainment, gingerbread and stocking decorating, live performances, Santa meet and greets, and ice skating on the True North Ice Rink featuring a glittering 28-foot-tall Christmas tree in the center.

Coney Island Cincinnati

Coney Island Cincinnati, Ohio, kicked off Christmas Nights of Lights on Nov. 8. It will last through Jan. 5.

New for 2019 is a 45-foot-tall Christmas tree with shooting stars, 12 life-sized gingerbread men and new sing-along songs.

Among other highlights, the drive-through holiday light show is greeting guests with more than one million lights driven by more than 40,000 computer channels.

Jungle Island

Jungle Island, Miami, Florida's eco-adventure attraction, has reinvented an ancient Buddhist tradition with a "Magic City" twist through the debut of its Luminosa Festival of Lights. In partnership with **Zigong Lantern Group** and **China Lantern International**, the park opened its new event on Oct. 5. It will run through Jan. 8.

Guests take a journey through light across 13 of the park's 18 acres. The journey tells a magical story of the jungle, which begins with an exploration of wildlife, birds, bloom and the beautiful Biscayne Bay.

A few of the visual delights include oversized orchids and flowers, a demure cassowary and striking silk parrots in the Birds and Blooms exhibit, a sea of glowing jellyfish in the Biscayne Bay display and some of the world's rarest animals down Jungle Trail.

Luminosa also features daily shows with Chinese acrobats, roving entertainment and live bands on the weekends, a **Moet Champagne** lounge, food trucks and bars.

Space Center Houston

A new holiday tradition is taking place at the Space Center Houston this year. Called Galaxy Lights, the event, being presented by **Reliant,** began Nov. 5 and will run through Jan. 5. Galaxy Lights has transformed the center with a variety of space-themed installations of technologically-advanced LED lights, 3-D projections and interactive displays.

Among some of the highlights include a ride on the **NASA** Tram Tour to stargaze at an indoor meteor shower before traveling to **Johnson Space Center** through an LED lighted tunnel of more than 250,000 lights synchronized to festive holiday music. A 40-foot-tall Christmas tree is greeting guests at the building entrance.

Herschend Family Entertainment

Herschend Family Entertainment company's park properties know how to get guests into the holiday spirit.

At **Dollywood,** Pigeon Forge, Tennessee, festivities started for Dollywood's Smoky Mountain Christmas on Nov. 9. It runs through Jan. 4.

Among highlights of the celebration taking place is the entertainment provided by Rudolph the Red-Nosed Reindeer and friends, a sit-down Christmas feast at many of Dollywood's award-winning dining locations, holiday shopping and strolling entertainment all under five million brilliant lights.

Santa and Mrs. Claus are on hand as well.

There is Glacier Ridge, with a 50-foot-tall video motion Christmas tree and award-winning holiday musical productions like Dollywood's own *Christmas in the Smokies, It's a Wonderful Life* and many more.

Most of Dollywood's signature rides and attractions are operating, with rides racing along just above the millions of twinkling lights.

The Old Time Christmas celebration at **Silver Dollar City**, Branson, Missouri, kicked off on Nov. 2 and will run through Dec. 30. The highlight for guests this year is the park's new 80-foot-tall Christmas tree. The custom-designed, towering tree soars eight stories and is the centerpiece of a new area, Joy on Town Square, which is serving as the entry to the park's holiday wonderland. This project cost $1.5 million to add this year.

Along with the new tree, the park is boasting nearly seven million lights. There are 1,000 decorated Christmas trees, 600 wreaths, over three miles of garland and 15,000 yards of ribbon all setting the stage for holiday entertainment, foods, shopping and attractions in this Christmas celebration.

It is featuring Rudolph's Holly Jolly Christmas Light Parade, as well as other Broadway-style production shows including original adaptations of *A Dickens' Christmas Carol* and *It's a Wonderful Life.*

Other features include San-

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HOLIDAYS

Continued from page 6

ta Claus Lane, the Sing-Along Steam Train ride through the Ozarks, Rudolph's Christmas Town with crafts and activities, a talking Christmas tree at Tinker Junior's Toy Shop, and even a holiday-themed Saloon show.

Over 40 rides and attractions are operating.

Wild Adventures, Valdosta, Georgia, will run its holiday celebrations Dec. 14-29. It is boasting over one million Christmas lights, a five-story-tall Christmas tree, appearances by Santa Claus and Mrs. Claus, the Candy Cane Express, bonfires with holiday treats and a production of the The Miracle of Christmas with a A Living Nativity Scene.

Gaylord Resort Hotels

Millions of lights, holiday treats and eats, live shows and decorated trees are part of the 2019 celebrations at Gaylord Resort Hotels as each hotel puts its own twist on the holidays. One common highlight among the hotels is ICE!, which takes two million pounds of ice to create. The ICE! shows also feature known and fun characters.

Gaylord Texan Resort, Grapevine, Texas, is enjoying ICE! featuring "A Charlie Brown Christmas" as well as 125 acres of a winter wonderland with millions of twinkling lights. There are two million pounds of Texas snow for a two-story tall, eight-lane tubing hill. It also features a 54-foot-tall Christmas tree and a 6,000-square-foot outdoor ice skating rink.

The Texas event began Nov. 15 and will run through Jan. 5.

The other Gaylord hotels presenting holiday festivities are: **Gaylord Opryland,** Nashville, Nov. 8-Jan. 1, ICE! featuring "A Christmas Story;" **Gaylord Palms**, Orlando, Florida, ICE! featuring "The Polar Express," Nov. 25-Jan. 25; **Gaylord National**, National Harbor, Maryland, ICE! featuring "How the Grinch Stole Christmas," Nov. 15-Dec. 30, and **Gaylord Rockies**, Denver, Colorado, ICE! featuring "Rudolph the Red-Nosed Reindeer," Nov. 22-Jan. 5.

Cedar Fair Entertainment Co.

Many of this company's amusement and theme parks kicked off the holiday season in November with an abundance of festivities.

Canada's Wonderland has been transformed into a magical winter wonderland with its new immersive event. WinterFest here opened Nov. 22 and will run Dec. 31. Guests are experiencing enchanting themed areas adorned with more than five million holiday lights, festive décor and three, 50-foot-tall Christmas trees.

Canada's Wonderland WinterFest activities are including ice skating on Snow Flake Lake in front of the iconic Wonder Mountain, a nightly tree-lighting ceremony, live holiday shows, strolling performers, select family rides, and interactive attractions like cookie decorating with Mrs. Claus, writing letters to Santa at the North Pole Post Office and creating take-home keepsakes at Sally's Christmas Crafts. There is holiday shopping and plenty of holiday treats.

Other Cedar Fair Entertainment Co. parks presenting WinterFest, with their own twist, are: **Great America**, Santa Clara, California, Nov. 29-Dec. 31; **Carowinds,** Charlotte, North Carolina, Nov. 24-Dec. 31; **Kings Dominion**, Doswell, Virginia, Nov. 23-Jan. 1; **Kings Island,** Kings Mill, Ohio, Nov. 22-Dec. 31; **Worlds of Fun, Oceans of Fun,** Kansas City, Missouri, Nov. 23-Dec. 31, and **Knott's Berry Farm**, Buena Park, California, Nov. 22-Jan. 5.

Gaylord Resort Hotels feature millions of holiday lights, live entertainment and ICE! an exhibit that entails approximately two million pounds of ice featuring specific branded characters along with a show. Here is the Gaylord Texan, Grapevine, Texas, with its ice show featuring "A Charlie Brown Christmas." COURTESY GAYLORD RESORT HOTELS

Busch Gardens Williamsburg, Virginia, began its holiday celebration, Christmas Town (above), on Nov. 16. Luminosa Festival of Lights (below) is in full swing at Jungle Island, Miami's eco-adventure attraction.
COURTESY BUSCH GARDENS WILLIAMSBUG; JUNGLE ISLAND

FOR SALE
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FOR SALE
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EQUIPMENT AVAILABLE:
•SOLD! 1972 Zamperla Airplane Ride $19,000
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•2001 S & S Frog Hopper $29,000
•2015 Visa Fender Benders (w/ building) $69,000
•SOLD! 1966 Allan Herschell Helicopters $15,000
•SOLD! 1970 Grover Watkins Rockets $12,000
•SOLD! 2011 Visa Swing-A-Round $20,000
•SOLD! 2002 Hampton Turtle Parade $12,500
•SOLD! 1989 Chance Carousel $149,000
•1975 Bertazzon Dodgems $69,000
•1947 Eli Bridge Ferris Wheel $39,000
•1993 Kilinski Giant Slide $29,000
•1957 Eli Bridge Scrambler $29,000
•1970 Allan Herschell Flying Bobs $69,000
•SOLD! 1974 Pinfari Python Coaster $129,000
•2008 Visa River Runner $179,000
•1949 Eyerly Rock-O-Plane $19,000
•SOLD! 2003 Moser Scream Machine $29,000
•1973 Grover Watkins Tempest $29,000
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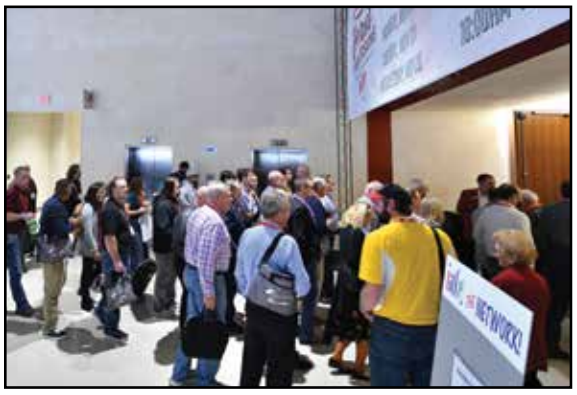

IAFE Annual Convention and Trade Show planners said in November that the trade show is virtually sold out, with about 300 exhibiting companies expected. There will be almost 150 separate session topics at this year's event. COURTESY IAFE

IAFE

Continued from page 1

Convention, with nearly 150 separate session topics," Calico said. "The program is member-driven. Our members are invited to vote on topics suggested by the various educational committees or suggest topics of interest. These are voted upon by the members in an on-line polling tool."

There were nearly 50,000 "votes" cast for topics.

Some session topics include: Principles of Food and Beverage; Critical Conversation: Attracting a New Demographics; Tech Pavilion: Online, Mobile, and RFID, Oh My! A Roadmap to the Future of Ticketing and On-Site Transactions; Animal Health Planning – Proactive Steps to Reduce Risk and Be Prepared for Animal Health Situations; Legend-Led: Venue Safety and Security; Going Green/Zero Landfill; Tapping into Your Most Engaged Customers; the Volunteer Fair Manager Networking Session and many, many more.

Three keynote speakers also are on tap throughout the event. First up on Monday, Dec. 2, is **Bill Stainton,** a multiple Emmy Award-winning TV producer, writer, and performer. He also is an author and a business humorist. He blends the business smarts he learned from 20 years in corporate management with the show business sparks he garnered from working with people like **Jerry Seinfeld, Ellen DeGeneres** and **Bill Nye** the Science Guy to create entertaining and enlightening presentations enjoyed by audiences around the world.

The next keynote speaker is set for Tuesday, Dec. 3. **Tim McIntyre**, executive vice president of communication of investor relations and legislative affairs with **Domino's Pizza,** will speak to attendees on Domino's internal communication, public and media relations, event management, crisis communication, philanthropy, investor, and government relations functions.

Professional Speaker **Dave Davlin** will give the third keynote address on Wednesday, Dec. 4, at the General Session. His address is titled "The Game-Winning 3."

The special tours for IAFE attendees this year will be held on Wednesday. They include: **Sea World** behind the scenes tour, a complimentary behind-the-scenes peek at the maintenance and HVAC departments for the Henry B. Gonzalez Convention Center and a complimentary behind the scene peek at staffing and security also at the convention center.

*The IAFE Education Foundation's 'Raisin' for a Reason' annual fund raiser appears to be on target for another successful year with a spike in advanced tickets sold for the Wagons and Whiskey event," Calico said.

That evening will feature a variety of spirits, hors d'oeuvres, entertainment and, of course, auction items and travel packages. It is set for Sunday evening.

Entertainment showcases will take place in the exhibit area in the afternoons of Monday, Tuesday and Wednesday.

Networking opportunities include the Happy Hour – Chair's Welcome set for Monday evening. On Tuesday evening all individuals with the CFE and CVFM certification are invited to the CFE and CVFM Reception and Toast.

Calico said there will be 32 individuals recognized as graduates of IAFE's Institute of Fair Management at the convention. That will bring the total number of graduates to almost 300 since the program's launch in 2007.

The mission of IAFE's Institute of Fair Management is to enhance the professional development of the employees and volunteers of fairs and expositions by providing education and training in areas of core competency for the operations of today's fairs.

Most courses are offered as part of educational sessions during annual conventions, zone meetings and cyber seminars, and they repeat over a two-year cycle.

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IAFE SCHEDULE OF EVENTS

Sunday, Dec. 1
•*Raisin' for a Reason: Wagons & Whiskey*
6:00 p.m. - 8:00 p.m.
LDR Room

•

Monday, Dec. 2
•*Monday General Session*
Keynote Speaker: Bill Stainton
12:45 p.m. - 2:00 p.m.
Lila Cockrell Theatre

•*IAFE Trade Show*
2:00 p.m. - 5:30 p.m.
Exhibit Hall 1

•*Happy Hour – Chair's Welcome*
5:45 p.m. - 7:00 p.m.
Stars At Night Ballroom 2/3/4

•

Tuesday, Dec. 3
•*Tuesday General Session*
Keynote Speaker: Tim McIntyre
8:30 a.m. - 10:00 a.m.
Lila Cockrell Theatre

•*The Ed Shed*
10:15 a.m. - 2:00 p.m.
Stars At Night Ballroom 1

•*Lunch & Learn*
11:00 a.m. - 1:00 p.m.
Stars At Night Ballroom

•*IAFE Trade Show*
1:00 p.m. - 5:30 p.m.
Exhibit Hall 1

•*Happy Hour – Chair's Welcome*
5:45 p.m. - 7:00 p.m.
Stars At Night Ballroom 2/3

•*YPI Invite to Howl at the Moon*
8:00 p.m.
111 W Crockett Street #201

Wednesday, Dec. 4
•*Wednesday General Session*
Keynote Speaker: Dave Davlin
8:30 a.m. - 10:00 a.m.
Lila Cockrell Theatre

•*IAFE Trade Show*
10:00 a.m. - 1:30 p.m.
Exhibit Hall 1

•*The Ed Shed*
1:30 p.m. - 4:30 p.m.
Stars At Night Ballroom 1

•*Fair-A-Thon Solutions Presentation*
4:15 p.m. - 5:00 p.m.
Lila Cockrell Theatre

•*Champions Awards Reception*
5:15 p.m. - 7:00 p.m.
Lila Cockrell Theatre

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PARKS, FAIRS & ATTRACTIONS

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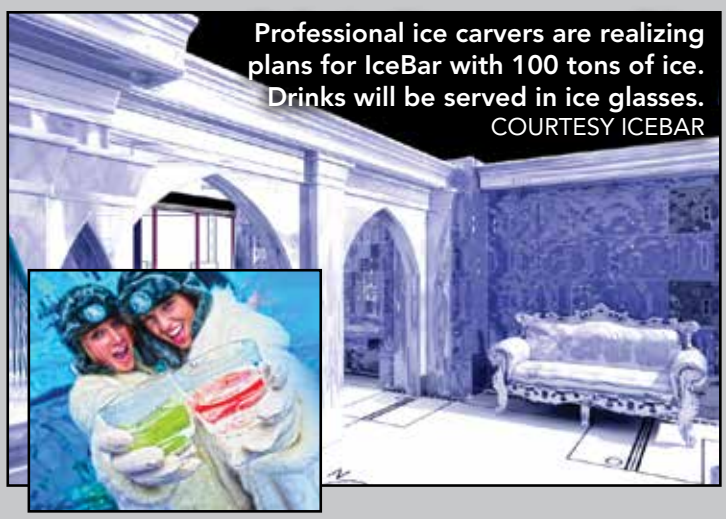


Professional ice carvers are realizing plans for IceBar with 100 tons of ice. Drinks will be served in ice glasses. COURTESY ICEBAR

Chillin' on the Strip

LAS VEGAS — It seems the perfect antidote to Sin City's hot gaming action and, seasonally, even hotter Nevada desert climate: a watering hole made entirely of frozen water.

Billed as the world's largest permanent bar made solely of ice, **IceBar**, a new attraction at **The Linq Promenade** on the Strip, will offer 1,200 square feet of seriously cool immersive entertainment space kept at 23 degrees Fahrenheit when it opens this month (visit icebarlv.com for schedule). A dozen professional ice carvers began working around the clock in early November to sculpt a 10-by-10-foot bar, booth seating, interior walls and decorative pieces from 650 large blocks of ice — nearly 100 tons of it — shipped in from Canada and Minnesota.

IceBar is the brainchild of **Noel Bowman**, president of the popular **Minus5° Ice Experience** at the city's **Mandalay Bay** and **Venetian** resorts. With IceBar, he is expanding on the concept with a family-friendly venue incorporating dynamic theatrical elements ranging from projection mapping to virtual reality.

Working with the perishable commodity over the last decade has been an experimental process, Bowman told *Amusement Today*. "We started out as a high-end club bar with bottle service and caviar but subsequently found ourselves becoming an attraction," he said. "Embracing that identity, we began to push the envelope with interactive additions to the experience."

IceBar guests donning supplied parkas, faux furs and gloves can raise a toast with frosty cocktails and mocktails served in ice glasses and say "Freeze!" before numerous Instagrammable backdrops, including a North Pole scene, 12-foot angel wings of ice and ice statues of players from the **Vegas Golden Knights NHL** team.

The $500,000 worth of ice in the space is created through a special process that removes all air bubbles — resulting in the clearest ice possible. A full-time ice expert will maintain the sculpted elements as heat, air and usage take their toll, and carvers will be brought in periodically to replace pieces or create new installations.

"Las Vegas just inspires you to dream big," said Bowman, who credits his 20-plus years as a joint venture partner in the **Outback Steakhouse** chain for his entrepreneurial drive. "The city is once again reinventing itself — but this time with tech-savvy customers whose main motivation is sharing what they're doing digitally. We believe IceBar aligns with them perfectly."

—Dean Lamanna

Mack Rides supplies Big Dipper model roller coaster

Dynamite thrills at Freizeitpark Plohn

AT: *Tim Baldwin*
tbaldwin@amusementtoday.com

LENGENFELD, Germany — Management at **Freizeitpark Plohn** enjoyed a little creativity when it came to introducing the park's newest coaster this year. The new attraction stands on a compact area formerly occupied by a Flitzer roller coaster. That ride, dubbed Silver Mine, delighted visitors at the park from 2000 to 2017. Once Silver Mine was retired, the park's imagination kicked in.

Throughout 2018, marketing teases announced gold was now being discovered, and excavation began.

For the 2019 season, Friezeitpark Plohn debuted Dynamite, the park's largest investment to date. The new roller coaster is Big Dipper model from **Mack Rides**, only the second of its type in existence.

Roland Mack, **Europa-Park**'s co-founder and former director of Mack Rides, was on hand at the preview of Dynamite in the spring. He enjoyed his rides on the new coaster: "I never rode a ride made by Mack with seats next to the track. The accelerations are great, the first drop is spectacular, and the elements are outstanding. It's a wonderful experience to ride these quick transitions. What I felt was that the track was perfectly bent — it's a Mack product."

With this type of coaster, the seating on a Big Dipper is manufactured to position the two outside riders beyond the track width. All passengers' feet dangle freely no matter where they are seated.

"It's a very good ride — quite extreme on the outside seats," added Mack.

"We are really surprised and impressed by the overwhelming and positive feedback about Dynamite," said **Katja Martin**, marketing, Freizeitpark Plohn. "Even in advance of the construction phase, there was already a huge, also international, interest. We received nearly 100% positive feedback about Dynamite. The intensive and detailed theming was highly appreciated by our guests."

The ride's entrance features an old, rustic barn-like shed. Exploration equipment is scattered among the themed details as are some animatronic figures. Guests laugh at seeing two talking buzzards. As visitors approach the loading platform, they discover coaster cars that seat eight passengers in two rows of four. Keeping with the storyline, each row is positioned on crated boxes of dynamite.

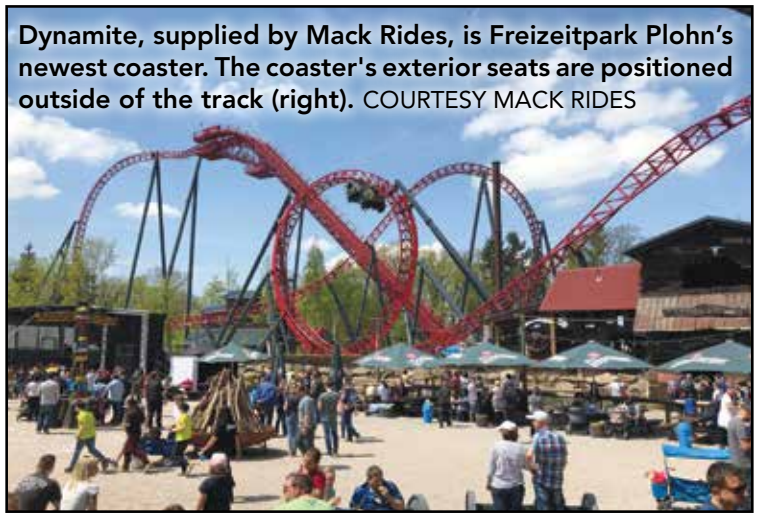
Once aboard, passengers climb a chain lift to a top height of 144 feet. At the apex of the lift, the vivid red track twists before the riders making for a dramatically slow rollover that rotates into a steep first dive. Amusingly to spectators, this first drop plunges into the roof of a barn. The top speed of 64 mph is reached here. Skimming its depths, the coaster train emerges beneath it in a quick speed bump to deliver a pop of airtime only to soar into the ride's next element: a 270-degree helix. This maneuver is the first of two low-to-the-ground banked curves that surely prove particularly thrilling to the outside riders. This helix also sends thrill seekers through the barn one more time.

Two other inversions (making for three in all) are a vertical loop and zero-G roll. While not exceptionally huge, the track length of 1,640 feet and variety of elements make for a satisfying coaster experience.

A train ride encircles the entire layout which offers even those not choosing to ride various spectator views of the new coaster.

"We started with very high expectations for the opening of Dynamite with more youthful visitors, new visitor groups and an increase in the number of visitors by 10 to 20 percent," Martin told *Amusement Today*. "These expectations were fully met."

It goes without saying then that guests feel Dynamite is a true blast.



Dynamite, supplied by Mack Rides, is Freizeitpark Plohn's newest coaster. The coaster's exterior seats are positioned outside of the track (right). COURTESY MACK RIDES

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Finland plans a new Arctic Circle theme park home for St. Nick

Republic of Santa Claus to offer giant 'snow globe,' hotel

AT: *Dean Lamanna*
dlamanna@amusementtoday.com

Central to the Republic of Santa Claus will be a 250,000-square-foot "snow globe" housing themed attractions. A Christmas-tree shaped hotel tower and a monorail system linking the new resort with the existing Santa Claus Village are among the project's highlights. COURTESY REPUBLIC OF SANTA CLAUS

ROVANIEMI, Finland — It may come as an icy shock to denizens of the North Pole, but a site just above the Arctic Circle near the capital of Lapland is being eyed as a new home for jolly old St. Nick.

The **Republic of Santa Claus**, a resort destination proposed by a group of Finnish entrepreneurs, is envisioned as a world-class winter theme park complete with a domed village that produces artificial snow, structures resembling gingerbread houses, a shopping district, a hotel tower designed like a Christmas tree, and what initial plans describe as the world's largest sauna facility.

As of early October, the project, estimated to cost US$1.1 billion, reportedly had 17 major backers, and discussions were underway with additional potential investors from Europe, America, Asia and elsewhere. A letter of intent for a 50-year lease on a large, forested tract 20 kilometers northeast of Rovaniemi was inked in June with **Metsähallitus**, a Finland state entity that governs the Nordic country's public lands.

The attraction intends to capitalize on, and continue increasing, the already growing winter tourist and **Airbnb** rental numbers in the region — setting an ultimate goal of entertaining 10 million visitors annually. Rovaniemi's existing "home" for St. Nick, a shopping, dining and amusement area called **Santa Claus Village**, draws thousands to the city every year.

Characterized by the project's website as "a land where children's voices are heard, and where adults can be children again," the Republic of Santa Claus comprises four main areas:

•Welcome Center — This public-access section includes a mall and marketplace for locals and tourists. To gain access to the rest of the land, visitors can purchase an "e-citizenship" at this location.

•Original Christmas — The spirit of the holiday is alive year-round in various attractions that adopt the storytelling traditions of different nations. The hotel and life-size gingerbread houses also can be found here.

•The Snow Globe — This 250,000-square-foot transparent dome shelters hundreds of townhouses containing unique restaurants, shops, hotel rooms and opportunities to relive childhood memories. In addition to artificial snowfall, it presents a skyward recreation of nature's colorful northern lights.

•Health & Wellness — Guests can seek a variety of therapies in the resort's extensive sauna facility, an "ecological oasis" offering yoga classes, massage, skin care treatments and locally sourced organic foods.

Aside from its holiday theming, the Republic of Santa Claus will place equal emphasis on sustainability and the pristine arctic environment. Project COO **Kimi Sittari** told *The Barents Observer* that the resort is a "value-based project… a showroom of everything that is needed [to ensure] our future generations are able to enjoy the beauty of nature."

To that end, automobiles will be relegated to the periphery of the resort and their use discouraged in reaching the destination. A monorail system linking the center of Rovaniemi and the city's airport with the current Santa Claus Village and the new resort is part of the project proposal.

•republicofsantaclaus.com

Universal Beijing Resort releases details on theme park, hotels

The 420-acre first phase of Universal Beijing Resort will include a theme park, a Universal CityWalk retailtainment area and two hotels offering a total of 1,200 rooms. The park's seven themed lands include Minion Land, where guests can interact with characters from the *Despicable Me* films. COURTESY UNIVERSAL BEIJING RESORT

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BEIJING — **Universal Beijing Resort** has unveiled the plans for its forthcoming theme park, **Universal Studios Beijing** — revealing seven lands that will bring new attractions to the capital of China along with experiences reflecting the cultural heritage of the world's most populous country.

In addition to the park, the resort will offer retail, dining and entertainment with **Universal CityWalk Beijing**, plus two hotels.

The initial phase of the project, which was first announced in 2014 and is expected to open in 2021, will include the park, CityWalk and the hotels. It will occupy about 420 acres of a 1,000-acre site in Beijing's Tongzhou District, within the city's designated cultural tourism area.

"We will immerse our guests in incredible experiences that bring their favorite stories and characters to life in entirely new ways," said **Tom Mehrmann**, resort president and general manager. "We are looking forward to sharing these exciting experiences with millions of visitors."

The park's seven lands will bring compelling stories and characters to life with a mix of attractions, shows, shops and restaurants:

•Kung Fu Panda: Land of Awesomeness — Based on the animated film series, this completely indoor experience is set in "Legendary China" and features numerous Chinese-themed locations from the franchise, such as the Jade Palace, the Panda Village and the Peach Tree of Heavenly Wisdom.

•Transformers: Metrobase — Inspired by the movie franchise and **Hasbro** toy products, this land follows an expanded storyline developed for the character Metrobase, a robot the size of a city. It is filled with Cybertronian architecture and advanced technology, which help create a uniquely immersive Transformers experience.

•Minion Land— The *Despicable Me* animated features come to life in a world populated by characters from the screen. Children and adults alike can enjoy shows and meet and interact with the mischievous Minions.

•The Wizarding World of Harry Potter: Hogsmeade — From its snow-capped roofs and cobblestone streets to cutting-edge rides, this land will transport guests to the fantastic places they read about in the stories or saw in theaters.

•Jurassic World Isla Nublar — Guests can explore this island of wonder and thrills where dinosaurs roam the earth again. Among the creatures featured are Tyrannosaurus Rex, Velociraptors, Ankylosaurs and the especially fearsome Indominus Rex.

•Hollywood — The famous boulevard comes to China, lined with celebrity encounters and offering an attraction called "Lights, Camera, Action!" hosted by renowned directors **Zhang Yimou** and **Steven Spielberg**.

•WaterWorld — Central to this area will be the Universal theme parks' popular international stunt show allowing visitors to experience a one-of-a-kind battle on water. The adventure extends beyond the performance into dining spots and other entertainment offerings.

On the accommodations front, the 800-room Universal Studios Grand Hotel, sited near the park's entrance, will be a contemporary interpretation of Hollywood's golden age with classic Spanish style. The 400-room Nuo Resort Hotel — Universal Beijing Resort will offer a luxurious retreat mirroring the beauty of China's ancient royal gardens.

Universal Beijing Resort is owned by **Beijing International Resort Co., Ltd.**, a joint venture between **Beijing Shouhuan Cultural Tourism Investment Co., Ltd.**, and **Universal Parks & Resorts**, a business unit of **Comcast NBCUniversal**.

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Park Post-its

AT: Pam Sherborne
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•

Known for its themed design and fabrication, shooting galleries, commercial playgrounds, animatronics and tree houses, **Daniels Wood Land** announced in November a new $6 million corporate headquarters and shop in Paso Robles, California. The new building coincides with the company's launch of a new theming division, **DWL Studios**.

Company co-founders and twin brothers **Ron** and **John Daniels** began to realize their current shop, located five miles from the new facilities, was approaching its limits with larger projects and a broader range of clients becoming the norm.

The team began to search for a new site, which was purchased in 2018. Construction started mid-2019. The four-acre property includes a 35,000-square-foot building that includes a climate-controlled art department/studio as well as dedicated space for the company's theming, custom work, steel fabrication, shooting galleries and other departments.

The space also will be a showcase for Daniels Wood Land's design capabilities. In addition to 1,500-square-feet of showroom space, the entire facility facade and interior office environments will be themed. The team even bought and renovated a classic **Arrow Development** train that will carry visitors on tours around the site. The train was built in the 1960s and sat neglected for many years after having been used at a Seattle shopping mall and various fairs and carnivals.

Completion date is set for January 2020.

•

After several years of rolling out new attractions, visitors to **C.J. Barrymore's** family entertainment complex in Clinton Township, Michigan, next summer won't see many new activities.

That's because officials are planning their next big rollout, which may not be unveiled for a few years. Company President **Rick Iceberg** planned to attend the **International Association of Amusement Parks and Attractions (IAAPA**) annual trade show in Orlando last month to pick up a few ideas for new attractions. He may or may not buy anything this year.

"We're planning to regroup this winter and assess where we're going," Iceberg told the *Oakland Press* local news agency. "For the summer of 2020, we might just finish up some loose ends on our existing projects."

One item at the top of his list is an extensive remodeling of the Indy Go-Kart Track. Crews have been working on various aspects in recent years, including an elevated track, and hope to eventually make it one of the main attractions.

New attractions over the past season helped attendance increase about 100,000 this year.

•

Voters of Waco, Texas, approved a $14.5 million bond last month that will pay for an expansion to the **Cameron Park Zoo**. The bond issue will pay for an expansion that includes a South African black-footed penguin exhibit and other upgrades.

Voters overwhelmingly supported the county-wide zoo expansion bond, with 66.26%, or 13,191, voting in favor and 33.74%, or 6,717, voting against, according to unofficial results released after the first week in November.

The approval will allow the planned penguin exhibit to be built in an undeveloped part of the zoo near the herpetarium. Zoo officials have said the site's uneven elevation leaves room to create an observation window where guests can watch the penguins swim.

The exhibit has not been designed yet, but could include a stage for shows and a patio for guests to rest.

The penguins are considered endangered, and the zoo plans to join in conservation efforts to protect their numbers in the wild once they arrive in the zoo.

In addition to the penguin exhibit, the bond will also cover construction of an $8 million education and veterinary complex. The zoo's current veterinary facility is part of the commissary building.

With the bond approved, the zoo also is planning a $100,000 remodel of its commissary, which was built when the zoo opened in 1993, and a $375,000 renovation of its wooden hoof stock barn.

The projects are expected to be completed between next fall and spring of 2022.

•

Ripley's Aquarium of Myrtle Beach is the first South Carolina business to become a **Certified Autism Center,** an international designation from the **International Board of Credentialing and Continuing Education Standards.**

As part of the Certified Autism Center requirements, staff members at the aquarium completed autism sensitivity and awareness training to learn how to better communicate and engage with guests with sensory needs and their family members, as well as safety concerns and protocols.

The aquarium also has designed specialized programs for guests with autism and other sensory disorders such as a Sensory Friendly Days, Sensory Friendly Camps and more. They are also partners of **Champion Autism Network.**

•

Efteling Park in Kaatsheuvel, Netherlands, is achieving two goals with one project as it completes a new covered parking area, creating more and better parking spaces for guests while also generating its own renewable energy. The parking lot will be completely covered in solar panels, creating individual carports for many of the amusement park's visitors.

The new covered car park will have space for 1,346 cars and a total of 14,300 solar panels. The amusement park hopes to begin construction next year.

Apart from the solar carport project, work is already underway on one parking area to make it suitable for vehicle traffic while limiting impact on the groundwater system.

The current work is intended to improve the flow of car traffic around the amusement park.

Park officials are striving to become climate neutral by 2030.

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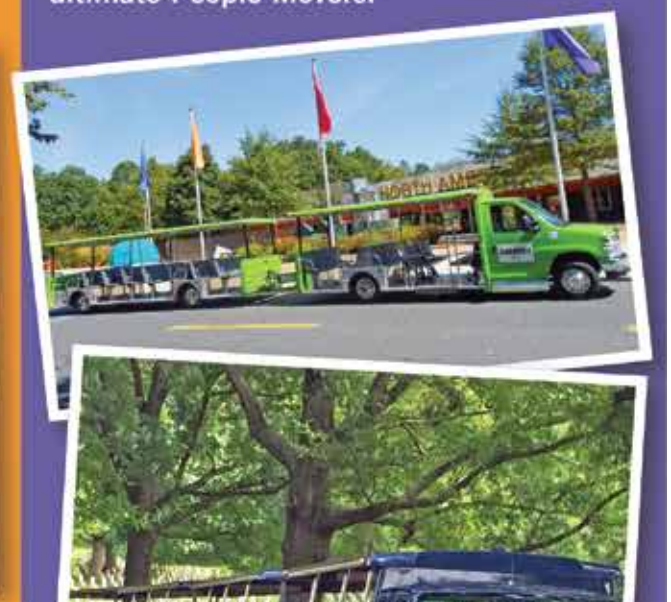

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Europa-Park opens a new dark ride, connects with Rulantica

AT: *Tim Baldwin*
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RUST, Germany — Between staged shows, press material, a preview center, signage and the unmistakable construction clearly evident as guests drive into **Europa-Park**, the arrival of **Rulantica** is something that is being heavily promoted. The resort's second gate, Rulantica, is an elaborately themed indoor water park, or as the park enjoys saying — water world. For two years, while the new park has been under construction, Europa-Park has been enveloping its guests with the various storylines being interwoven into Rulantica to help heighten anticipation for the upcoming year-round park.

Rulantica's mascot is Snorri, a whimsical magical octopus geared toward eliciting smiles (and purchases) from small guests. As of late October, Snorri now claim's his own ride. Snorri Touren is a new dark ride in the recently rebuilt Scandinavian section.

In 2018, a horrific fire broke out at the German theme park, devestating much of the Scandinavian section. In true Europa-Park fashion, the resort has emerged stronger, bringing back the new area this summer, better and more detailed than ever. Snorri Touren is the latest touch to the restored land as progress on rebuilding the Pirates in Batavia dark ride (where the fire originated) is ongoing. That ride is being reconstructed and reimagined for 2020.

Snorri Touren brings new life to the reinvigorated area of Scandinavia at Europa-Park. Snorri's adventures begin even in the queue line (right). COURTESY EUROPA-PARK

This new family-friendly dark ride takes place below ground with the larger Pirates dark ride being constructed above. Queing prior to boarding the ride is significantly themed and helps set the stage of a surprising excursion with Snorri.

Snorri Touren operates with 11 ride vehicles themed to inflatable dinghies. Up to six riders can embark together. The journey to Rulantica takes them through a colorful underwater world that is visually striking. The four and a half minute voyage not only meanders through multiple scenes, but draws passengers into the realm with 20 animated figures, video projections, film and special effects.

In the deep vault under Scandinavia, the tour of discovery introduces Europa-Park visitors to the themed lands within Rulantica. Trolls of Trølldal begin singing for each cluster of passengers. Lumåfals is the grotto of mermaids. The town of Ragnakor, the icy world of Vinterhal and a warning to avoid the sea serpent Svalgur make the fun adventure a different experience at every turn. In all, seven scenes utilize 17 screens and projections that showcase multimedia content from **Mack Animation**.

Track length on the ride is 105 meters (344 feet) and the attraction, built by **Mack Rides**, is capable of transporting 600 people per hour. One of the tour's signature features is a turntable mid-ride that positions each vehicle into an enclosed room where a wall-sized storyline whisks guests into a larger-than-life underwater plunge.

After disembarking, visitors are more knowledgeable about the lands that families will enounter when visiting the water world of Rulantica. Those connections can be beneficial in encouraging vacationers to stay an extra day — or two!

Metalbau Emmeln delights families with Bengtson Pumpkin Farm tractor ride

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HOMER GLEN, Ill. — Located just 40 minutes outside of Chicago, a small pumpkin farm has become an annual fall tradition. In the period of almost four decades, it has grown into a small amusement park of sorts, but one with its own niche.

Bengtson Pumpkin Farm hosts its Pumpkin Festival annually. Established in 1980, the Bengtson family began selling their pumpkin crop to eager buyers ready to decorate and enjoy the change of the seasons. The Bengtson family threw in free hayrides for customers. In time, the farm grew into a gated attraction. Pumpkins are still available, but offerings now include several rides, a general store, a mining sluice, hay rides, a haunted barn and pig races. Food items spotlight autumn offerings such as apple cider donuts, kettle corn and roasted sweet corn. Barbeque and south-of-the-border dishes round out heartier fare.

The property is only open less than two months each year but has a devoted following. Even with the limited season, the family began adding rides, starting with a small train. Eventually, as the ride complement grew, it became a gated facility and rides were then included with admission.

New for 2019 was the addition of Tractor Town Adventure. Supplied by **Metallbau**, the family attraction is draped in charm.

"The first tractor ride we saw was in Norway, and it was from the same manufacturer as ours," said Scott Bengtson, manager. "We were impressed with their ride set-up. **Europa-Park** has also installed a similar ride."

Guests travel through a farm-scape that is populated with several animatronics and a giant barn. Theming for the new ride has been done in-house.

"We wanted to come up with a story that was our own," Bengtson told *Amusement Today*. "For the size that we are, it is really a two-year project. While it is open [now], if you were to ride it this year and then ride it next year, there will be a lot more animatronics next year. One of the advantages here is that we are very hands-on. The animatronics we build here in-house; we have a shop and make all those things. We don't have to outsource things like some of the bigger parks do. We're trying to step it up."

More moving figures such as a talking truck and a talking tractor are in the works for 2020.

Metallbau Emmeln is represented in the U.S. by **Ride Entertainment**.

"We were really blown away by the level of theming and detail Bengtson utilized for this project," said **Mark Rosenzweig**, managing director of business development, Ride Entertainment. We were amazed at the level of attention to detail seen throughout the attraction. The themed barn has quickly become the property's centerpiece."

Tractor Town is the largest investment to date. Vehicles seat two adults and two children.

"We stand at the onloading area of the ride," Bengtson said. "I have [encountered] a decent number of people who comment that it reminds them of a Disney ride. Their words not mine! It's very flattering, considering it really is a two-year project. Hearing they feel it is a quality attraction … that's been awesome."

Tractor Town is the largest investment to date at Bengtson Pumpkin Farm. Theming and animatronics are done in-house at the property. COURTESY RIDE ENTERTAINMENT

FAMILY ENTERTAINMENT CENTRAL

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During **IAAPA Expo 2019, Intercard** debuted the iReader Impulse, a versatile hybrid card reader that is the first-of-its-kind in the amusement industry. The iReader Impulse accepts credit cards as well as stored-value play cards. This allows operators to leverage the burgeoning consumer use of credit cards for small transactions like game play.

Intercard made the new product possible by employing a dedicated team of more than six software engineers who worked on the project for a year. In testing at arcades, the iReader Impulse increased overall game revenue by as much as 20%.

"We think the ability to use credit cards right at the reader will revolutionize our industry, allowing proprietors to capture a larger share of impulse play," says **Scott Sherrod**, CEO of Intercard. "The iReader Impulse is a huge leap forward in game payment because it gives impulse players a quick and easy way to pay while giving proprietors all the benefits of cashless technology."

•

Malibu Jack's, the largest indoor theme park in Kentucky, is moving to a new location. The popular family entertainment center will fill a former **Walmart** in Louisville off I-64.

The complex will double in size from its current location and will include several amusement park rides, go-karts, a bowling alley, laser tag and miniature golf course.

The new venue is scheduled to open in mid-December.

•

The Maritime Aquarium at Norwalk (Connecticut) broke ground in November on a new 4D theater to replace the soon-to-be-torn-down IMAX theater, plus an upgraded and larger seal exhibit, officials announced.

The groundbreaking ceremony featured remarks from Norwalk Mayor **Harry Rilling**, new Maritime Aquarium President and CEO **Jason Patlis**, and state Senate Majority Leader **Bob Duff**.

The new 179-seat 4D theater will offer a more immersive type of theater experience and will be adjacent to the aquarium's main entrance.

The projects are occuring in response to the coming replacement of the Walk railroad bridge that runs between the Aquarium's main building and its IMAX Theater. The multi-year replacement of the bridge, expected to begin in 2021, requires removal of the Aquarium's IMAX Theater and the riverfront structure that currently houses the seals and the meerkats exhibit.

•

Embed, a leader of the cashless business management systems and solutions for the amusement, entertainment and leisure industries, recently signed an exclusive three-year partnership with **Shaffer Entertainment**, a supplier, developer and promoter of on-location entertainment products and innovations.

Transforming coin-operated arcades to cashless systems, Shaffer Entertainment manages over 50 locations installed with Embed's integrated business platform. Shaffer leverages the Embed system to bring new opportunities to increase revenue for its clients and increase the experience for its client's guests.

"One of the most contemporary things Embed and Shaffer has brought to clients, like **Punch Bowl Social**, is the accountability for all of the money. Using the Embed's card system has allowed us to spread our wings and reach clients that we wouldn't have been able to before," said **Andy Shaffer**, president, Shaffer Entertainment.

•

Old Tucson Studios opened a new escape room attraction at the theme park, which is located just west of Tucson, Arizona.

Visitors of **Countdown to the Gallows** are thrown into a scenario that involves them being arrested for a crime that they did not commit. Participants have a total of 45 minutes to solve puzzles to prove that they are innocent and escape a figurative angry mob outside the sheriff's office.

•

Spree Interactive, a provider of active free-roam virtual reality experiences that are easy to operate, affordable and offer high user throughput, announced that their family-friendly VR experience is coming soon to **Sky Zone, LLC**'s Metairie, Louisiana, trampoline park.

Spree's VR solution allows up to 20 people at the same time to enjoy virtual reality experiences in an interactive group setting.

"Our active, family-friendly content makes Spree extremely easy to integrate into Sky Zone's other offerings because it's mom-approved," said Spree Interactive Director of Sales **Paul Collimore**."Spree's 10-players-to-1-attendant ratio also makes it the most cost-effective system on the market."

"For Sky Zone, this is VR content tailored for the younger audience found at our trampoline parks," stated **Donovan Duplantis**, general manager of **Sky Zone Metairie**. "Spree Interactive's high throughput also makes it a perfect attraction for kids' birthday parties, our most popular group purchase."

•

Incredible Pizza Company is to a new store in southwest San Antonio. A renovation of the 73,000 square foot former **K-Mart** building is now underway. The opening is scheduled for mid-December 2019. When complete, the new facility will offer eleven rides and over 100 arcade games. The store will have more rides and attractions than any other family entertainment center in the area.

More than 2.5 million attend iconic State Fair of Texas in 2019

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Big Tex (above) overlooked attendees during the 24-day State Fair of Texas. 2,514,637 people made their way to the fair throughout its 2019 run. At night, the lights and other illuminations come alive at the State Fair of Texas. This was a water show called, "Mattress Firm Illumination Sensation" (top right). The Super Midway (bottom right) is an independent one that features 80 rides from 28 different carnivals. COURTESY STATE FAIR OF TEXAS/KEVIN BROWN; AT/SAMMY PICCOLA

DALLAS, Texas — It was a record year for the 24-day **State Fair of Texas** as 2,514,637 people passed through the gates. This is up significantly from 2,049,118 reported last year. The biggest one-day attendance was on Saturday, Oct. 12, when 226,094 made their way to the fair. The theme this year was "Celebrating Texas Creativity."

The weather cooperated for the most part. **Karissa Condoianis**, senior vice president of public relations, explained, "Other than some above average Texas heat to start off the fair and a few rainy days, overall the 2019 State Fair of Texas enjoyed beautiful weather."

The fair operates an independent midway. There were 28 providers bringing a total of 80 rides, of which 28 were kiddie ones. This included **Fair of Fun, Inc.; Rose's Rides, LLC; Bishop Amusement Rides; Pinnacle Fair Equipment Inc.; Texas Skyway, Inc.; Mr. Ed's Magical Midways, LLC; Lone Star Entertainment Inc.; International Attractions; Prime Pacific Entertainment; Joyrides, Inc.; Lauther Amusements; D&K Amusements; B-Thrilled Attractions, LLC; Fair Ride Entertainment LLC; 2010 Amusements Inc.; Caprice Enterprises, Inc.; Amusement Management Inc.; Alamo Amusements, Inc.; M&C Attractions; Wanderlust Amusements; Talley Amusements, Inc.; State Fair Spectacular (Talley); Sky Spectacle Inc. (Talley); Triple T Amusements; S.J. Entertainment; Tiki Amusements; Laser Fair, Inc.** and **Wood Entertainment Co.**

New rides at the fair this year included Dancing Clown, (**Sartori Rides, s.r.l.**,) Joyrides, Inc.; Tilt-a- Whirl, (**Sellner Manufacturing / Larson International**), Lauther Amusements , Sartori Yachts, (Sartori Rides, s.r.l.,) **Wanderlust Amusements**; Crazy Surf, (**KMG**,) **Otterbacher Shows**; Beach Party (KMG,) **D&K Amusements** and Skyliner, (Vertigo) (**ARM,) State Fair Spectacular**.

The top three grossing rides included Texas Star, (**SDC Rides**,) Sky Spectacle Inc.; Skyride, (**Doppelmayr**) Texas Skyway, Inc. and Love Bug (**Mack Rides**,) Prime Pacific Entertainment. Midway revenue during the 24-day fair was $24.3 million. This figure includes both rides and games.

Special promotions offered were season passes (for all 24 days) as well as a season pass combo pass (which included food). Some of the special pricing days were opening day with half-price admission with **Dasani** water or **Coca-Cola** product donation benefitting the **North Texas Food Bank**, military appreciation day and first responders day. Every Tuesday, half-price admission was available with a **Dr Pepper** can and most rides offered reduced pricing. Wednesdays were $4.00 admission days by bringing four canned food items, benefitting the North Texas Food bank. Thursdays were free admission days for senior citizens (60 and older) as well as half price admission with an empty 20 oz. bottle of any Coca-Cola product.

Other plans that were good any day of the fair included half-price admission with an empty Dr Pepper can (after 5pm), area **McDonald**'s restaurants discount coupons and **DART (Dallas Area Rapid Transit)** GoPass app's on mobile devices.

Over 200,000 dots were placed on this year's VisitDallas map for fairgoers to show where they were from which included all 50 states and 195 countries. In line with this year's theme, "Celebrating Texas Creativity," community members got crafty with more than 10,500 entries in creative arts competitions. Another highlight was the youth livestock auction that raised a record of more than $1.56 million for youth livestock exhibitors.

There were 10 finalists in the Big Tex Choice Awards for food, including: Fernie's Fried Burnt End Burrito by **Winter Family Concessions**, Southern Fried Chicken Fettuccine Alfredo Ball by **Greg Parish**, Deep Fried Bayou Fruit Bites by **Terrence & Lisa Henderson**, Peanut Butter Cup Snookie by **Michelle Edwards** and Quick Fried "Black Gold" Truffles by **Glen & Sherri Kusak**.

After a six-year hiatus, "World of Birds Show presents: SOAR!" was back at the fair. The aviary world was brought up-close to the audience with bird releases from the Texas Star Ferris wheel and flyovers just inches from guests' heads.

New was "¡Fiestas de Marionetas!, a family-friendly experience featuring a village of more than 85 handmade marionettes. They came to life in a fiesta of color, culture and creativity.

"Texas Cinema" focused on the history and impact of film performers and creators from the Lone Star State, as well as the depiction of Texas through film. This was produced in partnership by the State Fair of Texas and the **Dallas Historical Society**.

"Fair Focus: The Photography of Kevin Brown," was a showcase exhibit of the work of **Kevin Brown**, a Dallas-area freelance photographer with 16 years of capturing the sights, tradition, and fun of the fair.

The "Mighty Mike Show" showcased strongman strength techniques dating back to the 1920s. The show featured the bending of horseshoes, juggling of bowling balls and sledgehammers, giving audience members laughs as well as a taste of the culture of the old-time strongman.

Free concerts were once again held on the **Chevrolet** Main Stage, with **Daughtry, Big & Rich** with special guest **Cowboy Troy, Rick Springfield, La Maquinaria Norteña, 98 Degrees**, and **Billy Ray Cyrus** drawing the largest crowds.

Condoianis talked about ways the fair can refine their product. "We continue to enhance training for our employees related to both customer service and security. And as with any event, as attendance continues to increase, we will continue to ensure our processes throughout the grounds efficiently accommodate all of our guests. During the off-season, we will review potential queueing systems for our concession booths throughout the grounds and traffic control plans to help fairgoers get to the fair fun faster," she said.

Since 1886 the State Fair of Texas has celebrated all things Texan by promoting agriculture, education, and community involvement through quality entertainment in a family-friendly environment. The State Fair of Texas is a 501(c)(3) nonprofit organization with proceeds helping to preserve and improve their home, Fair Park; underwrite museums, community initiatives, and scholarship programs to support students throughout the Lone Star State pursuing higher education; and help improve State Fair operations. The 2020 exposition runs September 25 through October 18.

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Free concerts every night of the 11-day fair contributed to a significant attendance increase.
COURTESY REITHOFFER SHOWS/SHARON POPOVICH

2019 Georgia National Fair sets new attendance record during 11-day run

AT: *B. Derek Shaw*
bdshaw@amusementtoday.com

PERRY, Ga. — When all was said and done, attendance at the **Georgia National Fair** was 565,533, up from 496,524 in 2018. When the relatively new fair started in 1990, 270,000 people attended. Part of the spike in numbers may, in part, be due to the 11 free outdoor concerts offered this year — one for every night of the fair.

"The first weekend was tough with record high temps. However we had wonderful weather during the second half of our event, which encouraged fair goers to come and enjoy the fall festivities," said **Stephen Shimp**, CEO.

The highlight this year was the celebration of 30 years of providing a fair in Houston and Peach counties. The fair offered several 30th anniversary promotions, including food promotions with the six food concessioners who have been there since inception. Six days with special discounted admission pricing included sneak a peek, college day, patriotic day and last blast days. There was also a weekend armband day.

Since inception of the fair 30 years ago, **Reithoffer Shows** (blue unit) has had the carnival contract. This year they brought in 67 rides, of which 25 were kiddie rides. New rides to appear at the fair included two **Kolmax** rides, Tea Cups and Carousel and a 285 foot long, 75 foot tall **VISA** Euroslide. The top grossing rides included Super Himalya (**Bertazzon**), Giant Wheel (**Chance**), Indy 500 (**Zierer** flitzer), Galaxi coaster (**Schwarzkopf**) and Wild Mouse (**Zamperla**.) Two rides were brought in from the Reithoffer orange unit.

"The first week the heat was 95-105 degrees during set-up," said **Rick Reithoffer**, president of the show. "The first day [the fair was open] (Thursday) and Friday were so hot it affected attendance. Then a front came through bringing 80 degree days and low 70s at night."

When all was said and done, ride midway revenue was up nearly 11%.

Reithoffer family history with the fair goes back before it ever started. "My dad was recruited and helped design the fairgrounds three and a half years prior to opening," said Reithoffer. "This is the greatest fair in the southeast [United States.] No other fairgrounds can compare to it. There is a great staff there to make it bigger and better. The volunteers are very dedicated and work hard every year."

"We have a wonderful relationship with Rick Reithoffer and his family. Reithoffer Shows have been our midway provider since the very first Fair in 1990, and to be able to celebrate this year's anniversary with them was a very special moment for all involved. We work closely with Rick and his staff throughout the year to make each fair better than the last and this is what makes our relationship one that continues to grow year after year," said Shimp.

The Shrimp Shack, new to the fair this year, was popular with those who visited their stand. Some of the other food fare included

▸ **See GEORGIA, page 24**

Reithoffer Shows has been with the Georgia National Fair since its inception 30 years ago.
COURTESY REITHOFFER SHOWS/SHARON POPOVICH

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Of the 67 rides at the fair, 25 were kiddie rides.
COURTESY REITHOFFER SHOWS/SHARON POPOVICH

GEORGIA
Continued from page 22

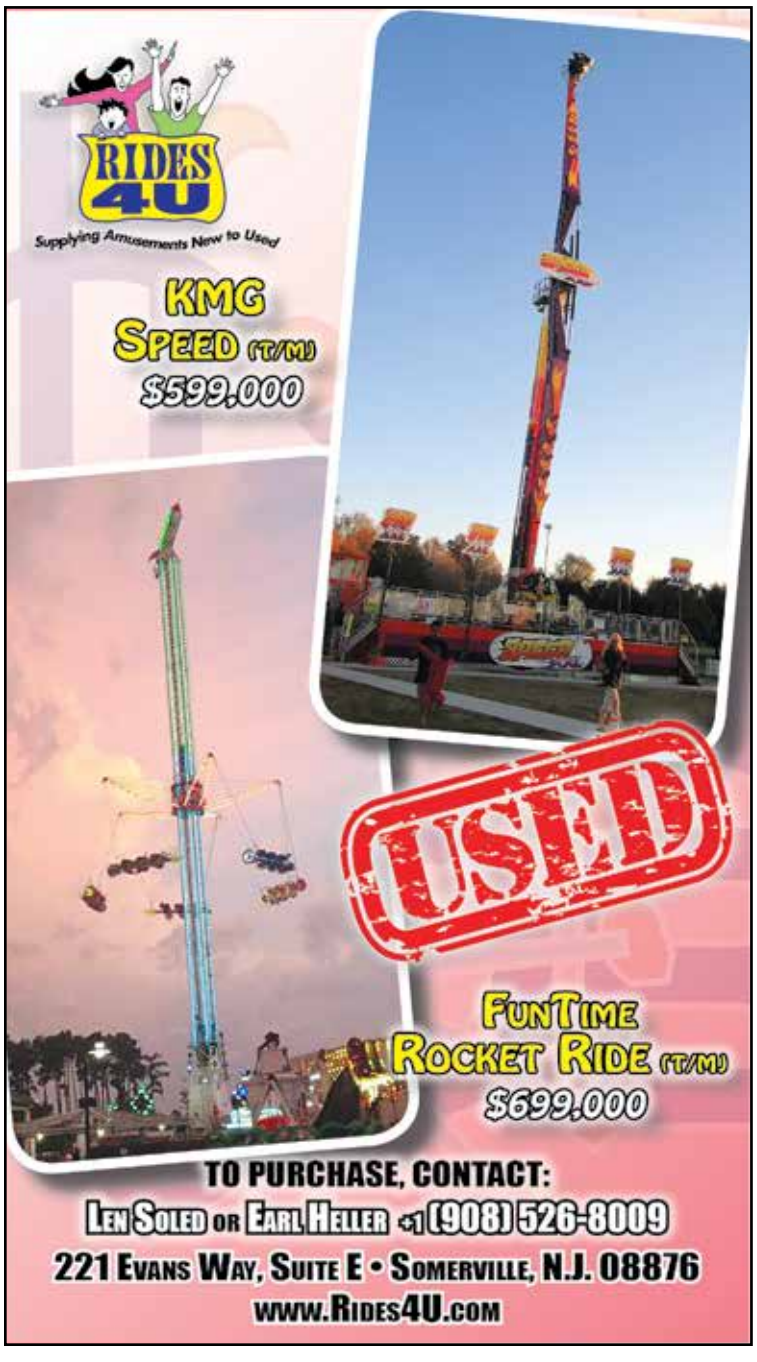
bacon-wrapped hot dogs, chicken-waffle on a stick, pork kabobs and bacon-wrapped shrimp.

Some of the acts to play during the 11 free concerts included **Little Anthony and the Imperials**, **Oak Ridge Boys**, **Gin Blossoms** and **Diamond Reo**.

"We celebrate Georgia during the fair. We want to make sure we showcase all that is great about the state of Georgia," said Shimp. As the fair continues to grow, staff of the Georgia National Fair will continue to look for ways to improve areas throughout the facility so that all attending will leave with a sense of happiness and satisfaction."

The 1,100-acres **Georgia National Fairgrounds & Agricenter** that runs the Georgia National Fair is the official state-sponsored fair, administered through the **Georgia Agricultural Exposition Authority**. The 2020 edition will be held Oct. 8-18.

•georgianationalfair.com



MIDWAYSCENE

AT: B. Derek Shaw
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Ohio Governor **Mike DeWine** recently signed House Bill 189, known as 'Tyler's Law' for Ohio amusement park ride safety. The bill strengthens oversight over Ohio's amusement park and carnival rides. The law is named for **Tyler Jarrell**, the teen who was killed on Fireball, a ride at the 2017 **Ohio State Fair**. "This bill codifies what our **Department of Agriculture** has been doing since the beginning of county fair and state fair season 2019. The bill in addition to codifying the expanded inspection reports and duties of inspectors and ride operators, is included in this bill," said Agriculture Director, **Dorothy Pelanda** during **WKYC 3 TV** coverage of the signing. "The bill also includes provisions such as the requirement to photograph every major repair that the ride has made. It also requires that a professional engineer be a part of the ride advisory board going forward,"

When hiring state ride inspectors, preference will be given to those individuals who hold a level one or higher certification from either NAARSO or AIMS or another substantially equivalent organization as determined by the director of agriculture.

Owners of temporary amusement rides will be required to submit a list of locations and dates where the ride was either stored for a period longer than thirty days or operated outside of Ohio. Upon review of the list, the department of agriculture may require additional testing, inspections and documentation to be completed prior to issuing a permit.

The new regulations will adopt by reference: ASTM International: ASTM F1193-18, ASTM F770-18, and ASTM F2291-18, or any other equivalent national standards.

Inspection fees will be increased from $49 to $75 — enough for the state to hire two additional ride inspectors. Ohio's ride inspectors are responsible for checking ride safety at 51 go-kart tracks, 362 portable companies and 149 permanent companies. They also inspect water parks and inflatable bounce houses.

•

In late October, the **32nd District Agricultural Association** Board of Directors, which operates the **Ocean County Fair & Event Center**, Costa Mesta, voted to dismiss CEO **Kathy Kramer**, effective immediately.

The board also announced that **Michele Richards**, vice president of business development, has been appointed as Interim CEO during the search process. The board noted in the announcement that the staff of the event center comprises one of the most exceptional fair teams in the country. It has been the efforts of this team, and not just one individual that have created and sustained one of the largest and most successful fairs in the United States.

Effective Feb. 1, Kramer will become president and CEO of the **Central Washington State Fair**, Yakima. The board learned of the move reading a press release from the other fair. **Ray Cammack Shows** had the ride midway for the Ocean County Fair, while **Butler Amusements, Inc.**, provided the rides at the Central Washington State Fair.

•

During the recent wave of California wildfires, fairgrounds have become a haven for displaced people, livestock and a staging area for fire crews. The **Sonoma-Marin Fairgrounds & Event Center**, Petaluma, set up 1,000-bed spaces for evacuees of the Kincade fire. The people were provided food, water and shelter — many there due to mandatory power shutoffs.

The **Sonoma County Fairgrounds**, Santa Rosa had 800 stalls to house larger animals including horses. They also took in mules, a donkey, a couple African cranes and a pot-bellied pig during the Kincade fire.

An evacuation center/shelter was also established at the **Marin County Fairgrounds**, San Rafael during the Kincade fire.

The **Ventura County Fairgrounds**, Ventura, during the Maria fire, served as a place where large animals could be taken.

•

Rose Landin could have stopped working at the **State Fair of Texas** long ago. However the 101-year-old employee finished her 25th season as a greeter in the hospitality center. "I feel wonderful because I feel like I'm doing something. Staying at home is not fun when you retire," Landin told **CBS Dallas/Fort Worth** in an interview. She said she has no plans of quitting her Monday through Friday job during the State Fair.

•

E. James Strates is now in his 60th year at the helm of **Strates Shows**. Jim Strates was 29 years old when he took over the business following the death of his father and show founder, **James E. Strates**, on Oct. 11, 1959.

N.C. State Fair attendance dips, weather dampens 11-day run

AT: *Ron Gustafson*
Special to Amusement Today

RALEIGH, N.C. — Weather may have played a factor in lower attendance at the **North Carolina State Fair**, Oct. 17-27, however, officials seemed pleased with the outcome.

The final tally revealed 938,029 persons attended this year's edition of the fair, the lowest in five years.

Midway operator **Corky Powers, Powers Great American Midways** (PGAM), told *Amusement Today* that despite the dreary weather on a few days, receipts were down only 6%.

"Overall, it was a great fair," he said. "On the days we were open with good weather, we were actually up."

"We feel like it was a strong fair this year, attendance-wise," said Fair Manager **G. Kent Yelverton**. "Weather is always a factor in that, but we finished close to a million people, had record donations for our Food Lion Hunger Relief Day and had the strongest participation in competitions ever."

Yelverton emphasized, "as with any outdoor event, we are weather-dependent. We do feel like, even on rainy days, North Carolinians are the type to don their ponchos and rain boots and come out to enjoy all the fair has to offer."

Following opening Thursday, Oct. 17, which brought with it blue skies and comfortable temperatures, light rain fell the first Saturday of the fair and it was overcast and cool the following day. Afternoon showers moved in again on Tuesday and the light rain swept through the state on closing day, Sunday, Oct. 27.

By the numbers

Last year, despite losing opening day to tropical storm Michael, 977,256 attended the exposition.

An all-time attendance mark was set in 2010 with 1,091,887 passing through turnstiles. More than one million guests attended in 2011, 2015, 2016 and 2017.

The final day of the fair has been one of the strongest in recent years with more than 100,000 attending the past four years. However, the morning showers took its toll as only 77,049 showed up — the lightest closing-day crowd since 2006, when just more than 63,000 visited.

Despite battling rain during its run, the North Carolina State Fair opened under blue skies and temperatures in the 60s.
COURTESY RON GUSTAFSON

Mammoth midway

PGAM provided a huge assortment of rides and attractions since acquiring the midway contract 14 years ago.

Of the 94 rides on the t-shaped midway, Powers' 33-meter **Lamberink** Ferris wheel was the top-grosser. Setup near the main gate, it provided a panoramic view of the fairgrounds. Powers other top-performers included Wave Swinger (**Zierer**) and Vertigo (**A.R.M.**).

In a continued partnership since Corky Powers got the contract, **Frank Zaitshik**'s **Wade Shows** supplemented the layout with more than 30 rides, including pieces such as the Mighty Mouse spinning coaster (**Zamperla**), Hit In 2000 (**Mack** Himalaya) and Super Himalays (**Reverchon**).

Also booked were **Dreamland Amusements**' Super Cyclone roller coaster (**InPark Rides**), spectacular Delusion (**Technical Park**) and a funhouse.

New rides at the state fair with PGAM were a Frenzy (A.R.M.) and Alien Abduction (**Wisdom Rides of America**), while Wade Shows' new offerings were a Sizzler (Wisdom) and Dream Wheel (Technical Park).

All-day ride wristbands were again offered for $35 at the fair as well as individual ride tickets.

"Frenzy was on loan from A.R.M. while they complete our new Sky Hawk," Powers said of the ride never before seen by Raleigh fairgoers. "We hope to have our Sky Hawk for the **Florida State Fair** in February."

Doing it right

Commenting on his new Alien Abduction, he had nothing but praise for the build of the popular ride.

"It's all galvanized, which cuts down on the rust factor by 90 percent," Powers emphasized. "The updated lighting is very good — a lot of upgrades to this ride that make it a better investment for the carnival industry."

He continued saying, "**Jared [Davis]** has been aggressive and brought in new ideas to Wisdom."

Jared, **Carol Wisdom**'s son and nephew of **Victor Wisdom**, took over ownership of the ride manufacturing facility with his wife, **Rachele**, in October of last year. Prior to that, Jared was involved in the parts side of the business and worked with Victor in sales and production. Rachele previously worked as a receiving manager for the company.

SkyGazer wheel

Zaitshik and independent showman **Michael Wood** also presented their 155-foot SkyGazer Ferris wheel for the first time in Raleigh. Not part of the pay-one-price or midway ticket program, rides on SkyGazer were $7 each.

The huge wheel was set up off the main midway near the fair's Dorton Arena and drew a great deal of media attention prior to the exposition's opening. Its dazzling light emitting diode (LED) computerized lights could be seen miles away, drawing attention to the upcoming fair.

Agricultural exhibits

"We expanded our Field of Dreams this year to add a rabbit exhibit. This was very well-received by the public after a hiatus for a year," Yelverton said of agricultural exhibits.

He continued, saying, "our Antique Farm Machinery Building got a facelift with additional farm implements and artwork from ARCY! that was completed during the 2018 state fair. We also had strong participation in our competitions, and our Sale of Champions drew over $167,000 in scholarship funds for our junior exhibitors."

Nightly fireworks at 9:45 also returned to the N.C. State Fair at the pond near Gate 8.

The 2020 North Carolina State Fair is slated for Oct. 15-25.

•ncstatefair.org

Powers Great American Midways' giant 33-meter Lamberink Ferris wheel was the top-grossing ride on the massive midway.
COURTESY RON GUSTAFSON

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The Big E breaks attendance record for the third year in a row

AT: *Ron Gustafson*
Special to Amusement Today

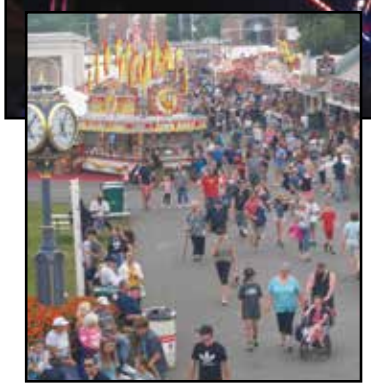
WEST SPRINGFIELD, Mass. — For the third consecutive year, **The Big E** set an all-time attendance record with 1,629,527 persons passing through the gates during its Sept. 13-29 run.

The new attendance mark surpassed 2018's record of 1,543,470. In 2017, the exposition saw a record 1,525,553 visitors.

"As our event continues to grow, I am overwhelmed by the outpouring of support we receive, and I want to thank everyone in this region who supports us by attending The Big E!" President and CEO **Eugene J. Cassidy** said. "Your support allows our mission of agriculture and education to thrive, to grow, and to have a national impact."

Thanks to summer-like weather throughout much of the event, The Big E also set an all-time single day attendance record when 176,544 visitors passed through the turnstiles on Saturday, Sept. 21. Five other daily attendance records were set: Sept. 19, 85,698; Sept. 21, 176,544; Sept. 25, 89,124; Sept. 27, 112,988 and Sept. 28, 173,112.

Headline performances at The Big E Arena, sponsored by **MGM Springfield**, included **AJR**, **Loverboy**, **Skillet**, **A Flock of Seagulls**, **Naked Eyes**, **Missing Persons**, **Sugar Ray**, **Sesame Street Live**, **Collective Soul**, **Carly Rae Jepsen** and **Foreigner**.



The midway entrance of The Big E greeted record crowds of more than 1.6 million guests in 2019. COURTESY THE BIG E

The covered seating area at the Court of Honor Stage, sponsored by **Mattress Firm**, presented **Brynn Cartelli**, **DJ Anomaly**, **Mariachi Mexico Antiguo**, **VEO**, **Bowling for Soup**, **Blue Öyster Cult**, **Rave On**, **The Georgia Satellites**, **Ambrosia**, **Lettuce**, **Xtreme Chinese Acrobats**, **Up, Up and Away! Starring Marilyn McCoo & Billy Davis, Jr.**; **Scott Stapp**, **Naughty by Nature**, **FAT**, **Atlanta Rhythm Section**, **John Cafferty and the Beaver Brown Band**, **Saraphina Violin**, **The Original Wailers**, **Los Lonely Boys**, **Cautious Clay**, **DJ Meechie**, **Matt Maratea**, **OnCue** and **Lil TJay**, **The Artimus Pyle Band**, **Mason Ramsey** and **Walker Hayes**.

North American Midway Entertainment provided a huge midway with more than 50 rides.

The fair's other activities included Mardi Gras & Daily Parades, The Big E Circus Spectacular, Mutts Gone Nuts, Camel Kingdom Presents Sahara, Street Performers "ARCY," Mobile Glass Studio and Soltar the Fortune Teller.

New foods for 2019 included the BBQ Split from **Porky's Barbeque**; the chicken, bacon and cheese Chomper from **Chompers**; deep fried pineapple upside down cake from the **Coffee Break**; New Orleans-style brick oven pizzas from **The Deep South Company**; gourmet flavored frozen or hot chocolate; the V-One Friesling from **Craft Cocktails, Inc.**; and the Breakfast Cone from the **Agawam Lions Club**.

The Big E is America's only multi-state fair celebrating the rich history, culture and traditions of the six New England states. As the principal event of **Eastern States Exposition**, The Big E has presented the finest livestock, agriculture, innovative commercial, industrial, and artistic developments and the highest caliber of varied entertainment to the people of the northeastern United States for more than a century. The 17-day event has grown to become the largest fair in the Northeast.

The 2020 edition of the fair is slated for Sept. 18 to Oct. 4.

•thebige.com

On the Midway: Bartlebaugh / Otto's Amusements

Getting caught up with *Amusement Today* (left) **are, from left: Nick Imes, Oscar's Amusements, Dennis Worley, Denver, Pa. Fair president and Jerry Bartlebaugh, Bartlebaugh Amusements. "It ended up okay for the week," said Bartlebaugh.** AT/B. DEREK SHAW

Completely refurbished for this season was a Hrubetz Round-Up (above) brought in by Oscar's. It included a new paint scheme along with LED lighting and signage. AT/B. DEREK SHAW

There were a total of 21 rides at the 39th Denver, Pa. Fair (above and left). Bartlebaugh Amusements brought in 16, with Oscar's providing five. New for the spot were Bear Fare (Sellner) and Cow Belly Bouncer (Cutting Edge Creations). AT/B. DEREK SHAW

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WATER PARKS & RECREATION

News Splash — page 30

Raging Waves opening next gen ProSlide mat racer in 2020

AT: *Jeffrey Seifert*
jseifert@amusementtoday.com

The colorful Aussie Mat Dash features a space-saving layered design with multiple rally points (below right) where riders can check their progress against the competition. COURTESY RAGING WAVES WATER PARK

YORKVILLE, Ill. — **Raging Waves**, the largest water park in Illinois, unveiled plans for its new attraction set to premier by summer of next year. Tapping the creative minds at **ProSlide**, Raging Waves will install the latest generation of mat racer, a six-lane **RallyRacer**, dubbed Aussie Mat Dash.

Mat racers have always been great additions to a water park, allowing families or a group of friends to simultaneously enjoy the ride together, while adding the visual excitement of a side-by-side race. Mat racers are also good at keeping the lines moving, with four, six or eight riders dispatching every one to two minutes for a headfirst race to the finish.

Over the years, manufacturers have ramped up the excitement by adding a serpentine tunnel to the beginning of the slide to increase the thrill by having riders start in darkness or slide through colorful special effects. Once the tubes converge, the sliders are lined up for the final dash to the finish.

ProSlide has taken that concept a step further, by adding multiple tunneled sections. On previous slides, once the rider left the tubed section and entered the flat racing section it remained flat throughout the remainder of the slide. Trying to have a mat slider enter another tube ran the risk of having that rider bump the side of the tube at the opening. Now, by using a specially designed rounded channel, ProSlide is able to safely funnel the mat rider into and out of enclosed sections multiple times. Riders meet up with each other and are able to check out the competition at what ProSlide refers to as RallyPoints, where low separators allow riders to see and hear each other as they rocket to the finish. The space-saving design also stacks the beginning of the slide over the middle section giving riders a thrilling 400-foot slide with a smaller footprint than that of a traditional mat racer.

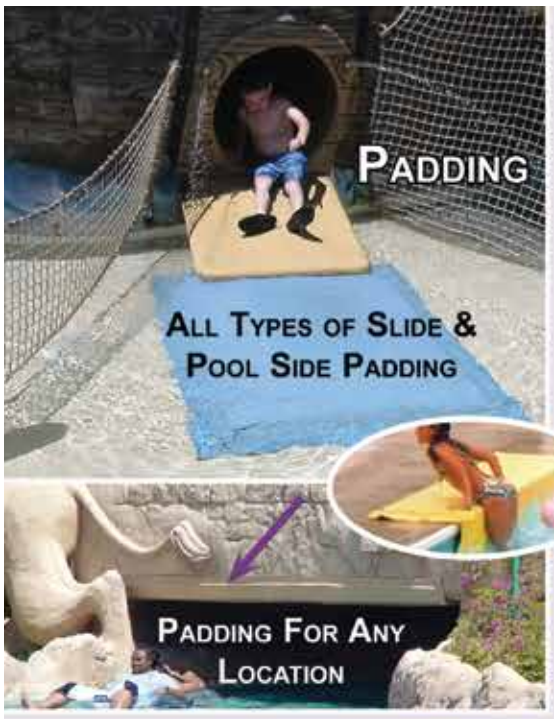
On Aussie Mat Dash, riders will start with a tunneled section that leads to the first side-by-side RallyPoint. That leads into a massive tunneled section that has riders reversing direction, as they encounter a colorful array of light and dark sections throughout the tube before bursting into daylight for the second RallyPoint, directly under the first. One more tunneled section awaits, before the final RallyPoint leads to the finish and run-out. In all, there are three enclosed-flume sections interspersed with the three RallyPoints that have riders seamlessly speeding in and out of open and closed-slide areas along the way.

"We are thrilled to add an exciting new waterslide to our water park," said **Randy Witt**, co-owner of Raging Waves. "As a family-owned-and-run business, our entire Raging Waves team is proud to continually provide the opportunity for friends and families to make memories each summer. Bringing our total waterslide count to 32, the Aussie Mat Dash is the perfect ride for guests to embrace their competitive side and race together all summer long!"

Aussie Mat Dash will be installed at the south end of Raging Waves, near The Boomerang and Cyclone slides. Riders will have to be 42 inches or taller to hit the mats.

The family-owned park, which opened in 2008, is located 45 minutes southwest of Chicago in Yorkville, Illinois. The award-winning water park was named "Best of the Midwest 2010 and 2011" by *Midwest Living* magazine. *USA Today* rated it "the top Illinois Summer Destination" in 2009 and it was named "Best Waterpark in Illinois" by MSN in 2017. Raging Waves features 32 water slides including 2016's hit, Wonambi, an award-winning ProSlide TornadoWave 60. The 58-acre water park also features a wave pool, multiple kiddie areas, 37 private cabanas, a quarter mile long lazy river, and a variety of restaurants and food kiosks. Raging Waves attracts more than 300,000 visitors a year.

•ragingwaves.com



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Starguard Elite selected to train lifeguards at Texas's Hawaiian Falls

ORLANDO. — **StarGuard Elite** (SGE), an aquatic risk prevention and lifeguard training program, announced that **Hawaiian Falls** will hire SGE exclusively for all lifeguard training and aquatic safety consulting.

Hawaiian Falls operates five water parks in North and Central Texas with locations in Garland, The Colony, Mansfield, Roanoke and Waco.

"We are constantly looking for opportunities to upgrade our aquatic safety and are excited to bring StarGuard Elite's experience and systems to our water parks," said **Ryan Forson**, managing director of Hawaiian Falls Waterparks.

"At SGE, we pride ourselves on creating sustainable safety cultures that are industry-leading," said **Wess Long**, president of SGE. "We are thrilled to work with Hawaiian Falls' experienced team of water park professionals who are equally dedicated to creating safe, clean parks, while also delivering exceptional guest service."

For all their clients, and now at Hawaiian Falls, SGE's Aquatic Risk Prevention program delivers one of the aquatic industry's highest levels of comprehensive aquatic safety with up-to-date protocols based on the latest advances in first responder emergency care and drowning science.

Training programs and certifications include StarGuard Lifeguard, Elite Dispatch for slide operations, STAR Basic Life Support, and more. In addition to certifications, SGE will also provide operational audits to evaluate each facility's aquatic safety and compliance with the programs and standards.

•starguardelite.com

COURTESY HAWAIIAN FALLS

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NEWSSPLASH

AT: Jeffrey L. Seifert
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Ever since the founding of **Great Wolf Resorts** in 1999, the indoor water parks at the company's **Great Wolf Lodge** properties have, with few exceptions, been available only to guests staying at the resort.

This past summer, however, Great Wolf Resorts has been experimenting with offering day passes for non-hotel guests at most of its lodges. The number of guests that the water park can accommodate is based on the number of rooms, and passes are made available if there are empty rooms. For example, at most of the lodges, the water parks are designed to handle four to five guests per room. If 10 rooms are vacant on a given day then management can offer 40 to 50 day passes. The program is not available at recently opened lodges until managers have an opportunity to understand traffic flow within the lodge.

The program has been successful in locations such as Gurnee, Illinois, where 90 percent of the day passes sold were to people living within the same zip code as the resort. These guests can check the website for availability and schedule a visit on short notice. Day passes run about $50 per person. It gives the resorts an opportunity to keep the water park at or near capacity even during slow periods, and helps to generate revenue from guests who live nearby and are therefore not likely to book a room at the resort.

Company spokesperson **Jason Lasecki** said,"There's never really anything in the way of overcrowding, trying to find seating or waiting too long for their favorite attraction," Lasecki said. "It's something our guests appreciate and have come to love about Great Wolf, and when we introduced the day pass program, we were very mindful of that."

•

The **Rockford Park District** in Loves Park, Illinois, is expected to reopen its **Sand Park Pool** next year following a two-year closure. The **Rockford Area Convention & Visitors Bureau** (RACVB) has agreed to redirect $80,000 of the city's lodging tax to help support the park district's sports facilities. Improving the sports facilities is in keeping with the RACVB's mission to promote tourism in the region by securing sports tournaments and additional customers.

"For over half of the city's existence, Sand Park Pool has provided a recreational opportunity to our citizens," said **Mayor Greg Jury**. "The citizens of Loves Park have repeatedly expressed the importance of this facility as numerous citizens have reached out to me, as well as other elected officials about what could be done to increase the chances of reopening the pool."

•

The city of Kalamazoo, Michigan, is planning to construct a splash pad within the city, and officials are polling residents about two possible locations. City staff will present some of the pros and cons of locating the facility at each of the two locations and will take citizen input to help guide the decision.

The splash pad is planned for construction next year at one of two city-owned parks: La Crone Park or Farrell Park. The parks service the same Northside neighborhood and are approximately seven miles from each other. The splash pad will be funded by $510,000 provided by the Foundation for Excellence. Construction is expected to begin in the spring.

•

A splash pad at Lake Madison in Madisonville, Texas, has become so popular that city council has approved $50,000 in improvements for next year. Plans call for expanding the play area and adding more water features. Additions will include a tipping bucket, a second large shade umbrella and more picnic tables. City staff indicated that since the splash pad opened there have been more users than they initially anticipated. The work is expected to be complete by April 15 when the splash pad reopens for the season.

BUSINESS & NEWSMAKERS

▸*Women of Influence*: IAFE President and CEO Marla Calico — page 33 / VR Roundup — page 34

Long-shuttered Hanson's Park remembered in documentary

AT: *B. Derek Shaw*
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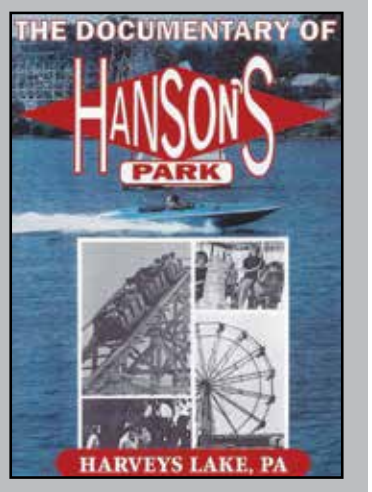
HARVEY'S LAKE, Pa. — **Hanson's Amusement Park** was once a tourist attraction and local "go-to" place in the 1950s-'70s. This long-closed amusement park in northeast Pennsylvania was home to many fond memories for all who visited. Those memories are now available for sharing from **Novo Digital Media**, in the form of a 65-minute documentary that was released in September.



The Documentary of Hanson's Park features interviews with nearly a dozen individuals who worked at or visited the park in its later years of operation. Also included is an interview with one of the grandsons of **John Hanson**, who bought the park in 1935. The total lifespan of the park was 1891-1984.

The people interviewed collectively serve as the narrator of the hour-plus documentary, which features vintage photographs, home movies, local television coverage and more. One person interviewed considered a visit to Hanson's "like visiting with family on a Sunday afternoon." There was no admission to the grounds. The typical amusement flat rides and spinners of the era were individually priced.

Starting in the late 1800s with a steam-driven carousel as an attraction for the land owner, the **Lehigh Valley Railroad**, the park was quite popular on the banks of eight-mile-long Harvey's Lake. The idyllic place, complete with sunbathing, swimming and boating, provided the perfect getaway for those wanting a break from their everyday life. Right after World War II, the Hansons created Kiddieland, an area for the smaller members of the family to enjoy rides more their size.

The DVD includes footage of the 1931 **Oscar Bitler**-designed Speed Hound coaster and the smaller kiddie coaster, along with the carousel complete with a ring-toss machine and other highlights in this well-packaged documentary. Many other rides are shown in operation, as well. The carousel owned separately by the **Wintersteen** family was leased in 1987 to **Old Town**, Kissimmee, Florida, where it continues to operate. If you want to relive or experience Hanson's Amusement Park, this DVD is for you. An accompanying commemorative magazine is in production.

•novodigitalmedia.com

MAAFS Convention held in Frederick

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The Great Frederick Fair staff (above) attended Friday evening's festivities all dressed for "The Greatest Show." Similarly costumed were MAAFS Vice President Sue Sullivan and President Bob Fogle, Jr. (right) AT/B. DEREK SHAW

FREDERICK, Md. — Over 170 members and associate members of the **Maryland Association of Agricultural Fairs & Shows, Inc.** (MAAFS), attended its annual convention held at the **Clarion Inn Frederick Event Center** in Frederick. Conventioneers spent three days the first weekend in November attending workshops, educational sessions and trade show, held this year in the same room as many of the meals. The convention has been held annually since 1984, when MAAFS was chartered.

The theme this year was "The Greatest Show." The circus theme was complete with decorations and murals, and the main convention area was made to look like attendees were inside the big top. Conventioneers were asked to dress the part and many did. MAAFS President **Bob Fogle** talked about the theme: "We think it ties great to fairs and exhibitions because we like to think that we're the greatest shows and the greatest events that happen in our communities. We offer a wide variety of activities and stuff for family entertainment."

Workshop topics included fair-friendly sensory programs, promotions that leave a positive impact, food safety, hand washing and E-coli, a livestock sales program, giving back to the community, agriculture education, and other subjects. "It's a whole range of activities," said Fogle.

Friday evening's dinner took place under the big top, allowing members to visit the 15 trade show booths ranging from entertainment agencies, to suppliers, carnivals and specific entertainers. "Fair Feud," a takeoff of the *Family Feud* game show with fair-related questions, took place shortly after dinner.

At lunch on Saturday, **Artists & Attractions** won the Associate of the Year award for their years of service to MAAFS. That meeting also included various reports, including health regulation changes and up to 50% premium funding for all member fairs. **Wayne Pierce** with the **Maryland Showmen's Association** talked about the rider responsibility bill and upcoming legislation at the state level. During the Saturday evening banquet, **Debbie Friend** with the **Garrett County Fair** was named Fair Person of the Year. The live auction fundraiser yielded over $4,000 in proceeds that evening. In all, more than $15,000 were raised throughout 2019. This financial resource helps offset convention expenses and other events utilizing speakers throughout the year.

On Sunday, the annual business meeting took place. One of the highlights was the approval of the change in by-laws to expand the board to nine members and four officers. Winners of communication awards by division were announced with the overall communication award going to the **Charles County Fair**. The ever-popular "Tell It to The Judge" segment took place with **Andy Cashman** (**Maryland State Fair**) presiding. This was an opportunity for fairs to share ideas of things they have found successful at their events, with prizes awarded for the best ones.

"It was a great convention," Fogle said. "I thought the layout and facilities at the Clarion Inn were conducive for our trade show and convention. Now we're getting ready for next year."

The 2020 dates are Nov. 6-8.

•maafs.com

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OBITUARIES

Christopher Trimper, Trimper's Rides

OCEAN CITY, Md. — Christopher M. Trimper, from a family of longtime seaside amusement operators, died suddenly from an allergic reaction on Oct. 24. He was 42.

Born April 17, 1977, in Salisbury Maryland, Trimper was the son of John Douglas Trimper and Gail Zeigler. A graduate of Virginia Tech, he continued a tradition working alongside his family at Trimper's Rides and Trimper's Playland.

Trimper

Trimper also served the community since 2009 as an active member of the Ocean City Development Corp. (OCDC), of which he served as president from 2015-18. He was also a member of the Ocean City Volunteer Fire Co., the Lions Club and Evergreen Masonic Lodge #153 in Berlin, and he was a former president of the Ocean City Hotel-Motel-Restaurant Assn.

Glenn Irwin, executive director of OCDC, told *Ocean City Today* that Trimper's passing was "a great loss to the Ocean City community and especially to our organization, of which he was such a vital part for many years. He was a friend to anyone that met him."

Trimper is survived by his wife, Michelle; their three children: Christopher Grant, Madison Lily and Emma Rose; a brother, Brooks Trimper; a half-sister, Chelsea Trimper; and his stepmother, Cindy Trimper.

Robert Driskill, owner, carnival, amusements

WORTH, Ill. — Robert C. Driskill, a U.S. Marine veteran and lifelong carnival and amusements operator, passed away Oct. 22. He was 76.

Driskill

Driskill was born July 30, 1943. A member of the Showmen's League of America, he owned and operated McDermott Amusement Co. / Spectacular Midways Carnival for more than 40 years. He also worked as a detective in the Chicago suburb of Oak Lawn.

He is survived by his significant other, Pat Driskill; children Bobby Driskill, Robby Driskill, Danny Driskill and Shannon Rummery; and several grandchildren and great grandchildren.

ON THE MOVE

Michael Blau, principal and vice president of business development for Argyle, New York-based **Adirondack Studios**, was officially installed as president of the **Themed Entertainment Assn.** (TEA) International Board in November during the annual TEA Members Meeting at **IAAPA Expo** in Orlando. Blau's leadership participation within TEA began with his election to the TEA Eastern North America Division. He served for three years as vice president of the Eastern Division Board followed by three years on the TEA International Board, most recently as vice president. He succeeds **Michael Mercadante** of **Main Street Design**, who now serves as the organization's immediate past president.

Blau

Six Flags Entertainment Corp. of Grand Prairie, Texas, has named industry veteran **Brian Machamer** park president of **Six Flags Qiddiya**, now under construction just outside the Saudi Arabian capital of Riyadh and scheduled to open in 2023 (*Amusement Today*, November Issue 8.2, 2019). Machamer brings more than 25 years of experience, having overseen multiple international theme park developments at the senior leadership level in regions such as Singapore, the UAE and Malaysia. He began his career with **Universal Studios Florida** in 1990 and spent more than a decade serving in various operational roles as he moved up the ranks. At Six Flags Qiddiya, Machamer is responsible for all aspects of the park, including strategic planning, development, budgeting and operations.

Machamer

Merlin Entertainments, headquartered in Poole, U.K., has announced two senior marketing appointments to lead the development of its global brands.

Ash Tailor joins the company as global brand director, **Legoland** — incorporating the responsibility for global marketing and brand development of Legoland parks and **Legoland Discovery Centres** with oversight of brand strategy, product development and customer engagement. Tailor also serves as principal Merlin relationship partner with **Lego Group**. He brings a wealth of experience in fast-moving consumer goods (FMCG) and retail marketing, having worked with high-profile brands including **Coca-Cola**, **Unilever** and **Vodafone**. Prior to joining Merlin, Tailor led the kids' category at **Britvic** as global category director.

Tailor

Matthew Williams has been appointed global brand director, **Midway Attractions**, and is responsible for setting and implementing brand strategies across the **Sea Life**, **Dungeons** and **Eye** brands. He will ensure the consumer is at the heart of brand development while delivering world-beating product and commercial activations and also managing Midway's global partnerships. Williams brings a strong track record in both FMCG and retail, with previous local and global marketing roles at **L'Oreal** and **Cadbury / Mondelez**. Prior to joining Merlin, he played a key role in the growth of **Costa Coffee** in marketing and global brand development roles.

Williams

In early November, **SeaWorld Entertainment, Inc.**, appointed **Sergio "Serge" D. Rivera** as CEO and a member of its board of directors. Rivera previously served as president and CEO of **ILG, Inc.**'s vacation ownership segment, where he was responsible for development, sales, marketing and resort operations. Prior to ILG, he was president of the Americas for **Starwood Hotels & Resorts Worldwide** — responsible for the performance and growth of the company's brands and its owned, managed and franchised businesses in North America, the Caribbean, Central and South America, and Polynesia. **Marc Swanson**, who assumed the role of Interim CEO for SeaWorld Entertainment in September following the departure of CEO **Gustavo Antorcha**, has returned to his former role as the company's CFO. **Elizabeth Castro Gulacsy**, who served as Interim CFO, has resumed her former role of chief accounting officer. SeaWorld has also appointed **Neha Jogani Narang**, most recently the director of consumer and developer marketing for **Facebook**, to its board of directors.

Rivera

Responding to strong international client success and robust market growth, **ProSlide Technology, Inc.**, of Ottawa, Canada, is expanding its staff — welcoming **Chantal Theoret** as the company's new director of global marketing. Theoret is responsible for leading the marketing team, where she conceives and executes strategies and tactics in a cohesive manner to support ProSlide's global objectives. In addition, she will enhance overall brand development and messaging in the global marketplace as it continues to expand into new territories.

Theoret

Tel Aviv-based **Tigapo**, known for its cloud-based arcade management and monetization system, recently hired **Ted Parsons** as director of sales. Parsons brings more than 30 years of achievement in the amusement and entertainment industries to the position. Most recently, he was general manager of **Helix Leisure USA, Inc.**, the parent company of cashless business management company **Embed**, where he oversaw business growth of 400%. Prior to Helix, Parsons was vice president and general manager of **Premier Game Company**, which operated a coin-op game route of 200-plus locations, including family entertainment centers and movie theaters. Tigapo recently opened offices in New York City, with vending industry veteran **Sid Banon** leading U.S. operations; Parsons reports directly to Banon.

Parsons

Los Angeles-based **Thinkwell Group** has made two major international hires.

Joining the experience design and production agency's Abu Dhabi office as project director is **Antonio Ramirez**. He is responsible for project management, client partnership and project delivery for Thinkwell's EMEA projects. Ramirez's 27 years of experience include serving as project director for **WSP**, an engineering firm based in the Middle East and the U.K. **Mall of Saudi Snow Park**, **Dubai Mall Boulevard Expansion**, **Muscat Al Seeb Development**, **Mall of Oman Snow Park**, **Ski Egypt** and **London Bridge Network Rail** are among the projects on which he worked.

Ramirez

Thinkwell has also tapped creative executive **Hugues Sweeney** as president of **Thinkwell Studio Montréal**. In this role, Sweeney is courting new creative projects for museums, attractions, corporate brand experiences and hospitality clients through the studio. He will also oversee the research and development initiatives of **Réalisations-Montréal**, which was acquired by Thinkwell earlier this year. Sweeney is an award-winning digital media executive who has produced trailblazing interactive experiences for more than 20 years. As the former head of **Bande à part** (**CBC**'s digital native music platform) and a founding member of **National Film Board** digital studio, his experience connecting large audiences through new media platforms and interactivity has sparked the development of multiple projects across Europe, North America and South America.

Sweeney

WhiteWater CEO Geoff Chutter honored

On Oct. 3, WhiteWater President and CEO Geoff Chutter was honored by Ernst & Young as EY Entrepreneur of the Year 2019 Pacific — winning in the Business to Business and Pacific Regional categories. Chutter started his company in 1980 as a water park in Penticton, British Columbia, and grew it into a global waterslide supplier with offices in Shanghai, Barcelona and Dubai. COURTESY WHITEWATER/KAYLA BEILER PHOTOGRAPHY

Women INFLUENCE

Marla Calico
President and CEO
International Assoc. of Fairs and Expositions
Springfield, Mo.

A view from the top...

Since 2016, **Marla Calico** has served as the president and chief executive officer (CEO) of the **International Association of Fairs and Expositions** (IAFE), an international association that serves the fair industry. She began with the association in 2006.

Prior to the IAFE, Calico was employed at the **Ozark Empire Fair**, Springfield, Missouri, from 1977 to 2004, rising to general manager there.

Accomplishments and affiliations...

•Served the Springfield community as a volunteer and/or board member of numerous civic organizations
•Outstanding Young Alumni at Missouri State University
•Springfield Business Journal's "Most Influential Women," 2003
•IAFE chair, 2003, also spent time on many of the IAFE committees
•Inducted into IAFE Hall of Fame, 2012
•Biz 417 "Women Who Mean Business" 2017

Calico circles back to home

SPRINGFIELD, Mo. — Marla Calico firmly believes her life's trajectory landed her where she is today as the IAFE president and CEO.

"It feels like everything that I have done has led me to this place," Calico said. "All the life skills I have obtained. Everything that I have learned has helped me to be able to help our members."

Yet it wasn't a direct path for her.

Calico grew up in the 1960s and '70s in Verona, Missouri, just about 35-40 miles southwest of Springfield, Missouri. Her parents, Paul and Marlene Calico, owned over 1,000 acres of land. They had a dairy farm and grew crops.

"I remember when I was about eight or nine years old, we had one milking machine unit," Calico said. "When I graduated from high school, we were milking 250 to 275 cattle."

It was common for the entire family to help on the farm and the Calico family was no different. Calico spent a lot of time feeding all the baby calves, helping bring in the crops and showed cattle in the 4-H Club. Her dad showed Champion Jersey cattle at the Ozark Empire Fair in Springfield.

She loved the farm, but she also found her love, and her talent, for music at an early age. She started playing the piano at age six years old and then the saxophone at age 10. She played the trombone in the marching band at school, later learning the bass and guitar. She also sang.

She was good. When it came time for college, she turned down three college scholarships having determined music was her future.

"I wanted to record," Calico said. "So I tossed away my scholarships. I was good, but, as it ended up, not good enough. I was sort of a lost soul for a while."

But she picked herself up and dusted herself off.

"I loved science and math and I was good at it," she said. "I thought I might like to be in the medical profession."

She a job as a nurse's aide at a small community hospital with just 120 beds.

She knew she needed a college education. She began attending Missouri State University (formerly Southwest Missouri State University) in Springfield the next year. She was thinking about becoming a respiratory therapist.

But just living life has a way of redirecting.

After her first semester at MSU, she started looking for a summer job. She called back home to the 4-H Club to see if there was any work available for the summer. She was given advice that almost at once changed her life. That was to give the Ozark Empire Fair a call to see if they needed anyone for the summer.

Yes was the answer and she was able to immediately transfer her work study.

"At the end of my first fair that summer, I just fell in love with it," she said.

At the beginning of the next school year, she declared her major in agribusiness and transferred her work study to the fairgrounds.

That was in 1977. It would be 27 years later that she would leave the Ozark Empire Fair.

Calico held several different positions at the fair over the years, remaining primarily in the agricultural department until she was named assistant fair manager in 1983. She became the fair's general manager in 1995.

She also continued her studies and received a bachelor's degree in Agri-Business in 1984.

Throughout her stint at the fair, she said she was given extraordinary opportunities.

"I was encouraged and mentored to be the best I could be," she said. "There weren't that many women in that field at the time, but I never had a man look down at me. I was treated with respect and I treated others with respect."

At the same time she was moving up at the fair, she also started actively participating in the IAFE, serving on various committees and volunteering in multiple ways. Her activism in IAFE led to being recognized by her peers. She was elected second vice chair, then moved to first vice chair and became chair in 2003.

It was during her chairmanship that she was recruited by the head of an IAFE sponsor, Expo America, for a different type of job, securing exhibit space for mini expos at fairs. She began to think it over.

"I was 46 years old and 27 of those years had been at the Ozark Fair. People couldn't understand why I would leave a job when I was at the peak, but this was my leap."

That was in 2004.

The company didn't last. A year and a half later, she was out looking for a job. But she feels she gained another crucial part of her development. She had to work with city, county and state governmental agencies.

"I feel like this really helped me to now understand what some of our members go through," she said.

In 2006, she became part of the IAFE staff as the education director. In 2014, she was named the chief operating officer. In 2016, she became the president and CEO.

—Pam Sherborne

Greenspace Leisure locations add Semnox online booking

Jay Wheatley

UNITED KINGDOM — **Greenspace Leisure Private Limited** started using **Semnox**'s Online Booking Module beginning in August. Semnox cashless system has been in use at 5 different locations of Greenspace Leisure across the U.K.

"Semnox has become an integral part of our day-to-day business for more than 3 years. It's product gives us immense flexibility in terms of offering various packages to our customers, building customer relationships and managing our park operations digitally and thus allowing myself much more time to spend on business expansions," said **Jay Wheatly**, an owner of Greenspace Leisure Pivate Limited.

"We have recently gone live with the company's online purchase module for all five of our locations which has seen a good response from our customers. I think, this will be an important feature as we start to operate more parks in the U.K. Customers can top-off online and spend at any park operated by Greenspace.

The online purchase module is a value-added service that gives an additional channel of revenue and also enhances guest experiences.

•semnox.com

VRROUNDUP

AT: Dean Lamanna
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Manchester, U.K.-based **Immotion Group** is giving the virtual world some real bite with *Shark Dive*, a new motion platform VR experience that sheds light on the movement, personality and habits of the tiger shark while allowing humans to get up close to the apex predator. Filmed in the Bahamas at Tiger Beach, the shark's migratory home, the project's creative team was led by **Matthew Smukall**, CEO of the **Bimini Shark Lab** and the **Save our Seas Foundation**, and captured intimate footage of tiger and great hammerhead sharks by tagging them with a small VR camera. The experience builds on Immotion's aquatic VR expertise, seen recently with its release of *Swimming with Humpbacks*, and will appear in aquariums, zoos and science centers worldwide.

In October, Immotion announced a partnership with major Madrid-based attractions operator **Aspro Parks** to place its VR Cinema Pod product in the **Blue Planet Aquarium** in Cheshire. Aspro is one of the largest European operators of leisure parks and zoological centers, with 68 locations in 10 countries including the U.K., Spain, France and Germany. Immotion also signed installation deals with **Point Defiance Zoo & Aquarium** in Tacoma, Washington, and **Merlin Entertainments' Sea Life** aquarium in Paris.

•

Minority Media of Montreal has joined with **Hasbro, Inc.**, to create a new location-based way to engage with the *Transformers* franchise. *Transformers: VR Battle Arena* is a four-person game that begins after the shattering of the powerful Allspark, which has scattered pieces across the globe. "Now, anyone can become the heroic Autobots Optimus Prime or Bumblebee, or unleash their inner Decepticon, by stepping into the role of Megatron or Soundwave," said **Casey Collins**, Hasbro's general manager and senior vice president of entertainment and licensing. The experience initially features three different epic-scale environments that have players crashing through a downtown cityscape, slugging it out in a refinery and taking the fight to the docks. Participants collect Allspark shard power-ups found by traversing the environments and defeating other Cybertronians in order to collect their shards; whoever gathers the most shards wins. The game debuted in November for buyers at IAAPA Expo in Orlando.

•

Partnering with **Samsung** and **AT&T**, **Nexus Studios** of London and Los Angeles has transformed the **AT&T Stadium** in Arlington, Texas — home of the **Dallas Cowboys NFL** team — into a real-world space primed for a new generation of augmented reality (AR) experiences. Throughout the Dallas Cowboys' regular-season home games, fans can get even closer to the action and their favorite athletes through photo-realistic holograms and can view hyper-realistic/accurate AR from anywhere in the stadium in real time. Nexus collaborated with **Scape Technologies** to help create a highly detailed map of the stadium, and thanks to Samsung's 5G hardware and Nexus's custom streaming format, high-resolution volumetric video is streamed straight to mobile devices without advance downloading. Aside from sports venues, the combination of technologies will find applications in amusement parks, museums, concert settings and other venues.

•

Jumanji: Reverse the Curse, the latest VR attraction from Lindon, Utah-based **The Void**, finds the company reteaming with **Sony Pictures Virtual Reality** for another IP-inspired project (following the success of their first, *Ghostbusters: Dimension*). The game has players filling the roles of the fantasy-adventure comedy's heroes — Dr. Bravestone, Ruby Roundhouse, Prof. Oberon and "Mouse" Finbar — to save Jumanji from a dark and mysterious villain. Participants are enlisted on a daring quest to rescue the Scepter of Se'payu, which contains the Red Jewel of Jumanji, and return it to the temple from which it was stolen. Challenges akin to those the avatars face in the eponymous movies — evading man-eating wildlife, navigating across treacherous landscapes and battling evil henchmen — are the main highlights. The title debuted at select locations in the U.S., Canada and Malaysia Nov. 27. The latest feature film in the franchise, *Jumanji: The Next Level*, opens Dec. 13.

•

Location-based entertainment provider **Holodek VR** of Munich has rebranded as **Spree Interactive**, making the name change official in November at IAAPA Expo in Orlando. **Jonathan Nowak Delgado**, company cofounder and managing director, said the move "sprung from the evolution of our company and products as we have learned from our experience of rolling out innovative free-roam VR over the past year… and have focused our product direction to deliver kid-friendly, family-friendly" VR. In September, Spree released *Extreme Anteater*, the first VR game produced entirely in-house by the company, during the grand reopening of **Airtime Trampoline Park** in Nuremberg. The company has established a reputation for delivering quick-installation, high-throughput attractions that are affordable and efficient to operate.

•

South Korean telecommunications giant **KT Corp.** has extended the reach of its VR business with the opening its latest virtual "theme park," called **Vrinity**, at **Legoland Malaysia Resort** in Johor, near Singapore. The attraction, a joint project with Malaysia-based information and communications technology company **Iskandar Innovations**, offers VR rooms featuring more than 20 games — including a number of fantasy action scenarios and multiplayer sports titles. KT debuted its first VR theme park, **Vright**, in Sinchon, South Korea, last March.

•

Need a break from VR shooter games, extreme flights of virtual fancy or just the stresses of life in general? **Esqapes Immersive Relaxation**, described as the world's first VR massage center, is now open in Los Angeles. The center offers programmed, automated massages in comfortably padded, heated loungers as patrons — guests must be age 18 or older — choose the animated virtual setting of their choice. The experiences are heightened by 4D-type effects including cool breezes, solar-like warmth and fragrances complementing the selected relaxation setting. The company offers 10 proprietary mini-vacation environments ranging from a tropical koi pond at an oceanfront resort to a jasmine-scented Moroccan villa and a cabin in a snowy forest (complete with a crackling fireplace).

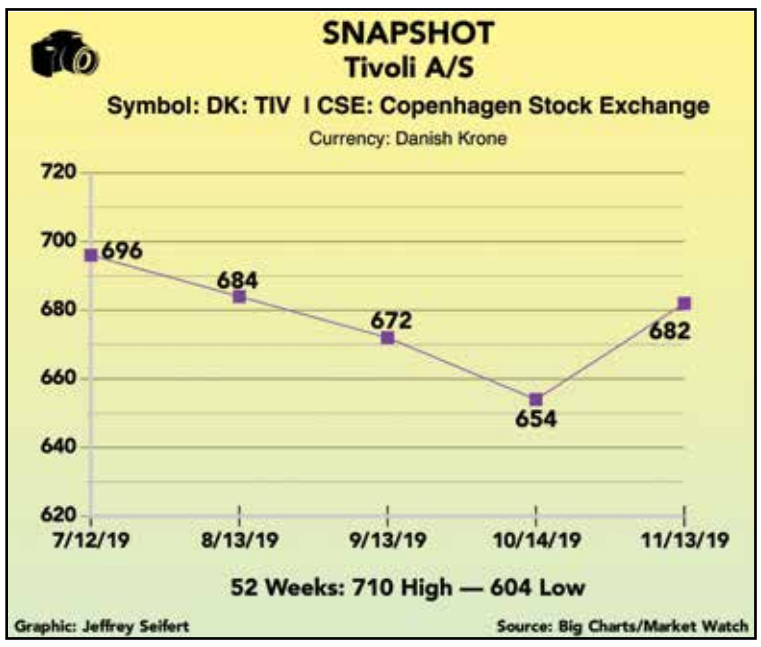
MARKET WATCH

COMPANY	SYMBOL	MARKET	PRICE 11/13/19	HIGH 52-Week	LOW 52-Week
The Blackstone Group	BX	NYSE	52.42	55.17	26.88
Cedar Fair, L.P.	FUN	NYSE	57.02	64.86	45.58
Comcast Corp./NBCUniversal Media	CMCSA	NASDAQ	45.20	47.27	32.61
The Walt Disney Company	DIS	NYSE	148.72	149.92	100.35
Dubai Parks & Resorts	DXBE:UH	DFM	0.21	0.36	0.17
EPR Properties	EPR	NYSE	72.17	80.75	62.75
Fuji Kyoko Co., Ltd.	9010	TYO	4235.00	4830.00	2855.00
Haichang Holdings Ltd.	HK:2255	SEHK	0.90	1.86	0.83
Leofoo Development Co.	TW:2705	TSEC	15,80	17.00	10.11
MGM Resorts International	MGM	NYSE	31.04	31.68	21.61
Parques Reunidos Servicios Centrales S.A.	ES:PQR	MCE	13.72	14.46	9.84
Royal Carribean Cruises, Ltd.	RCL	NYSE	114.79	131.04	89.48
Sansei Technologies, Inc.	JP:6357	TYO	945.00	2160.00	837.00
SeaWorld Entertainment, Inc.	SEAS	NYSE	28.93	34.72	21.36
Six Flags Entertainment Co.	SIX	NYSE	45.92	64.28	40.71
Tivoli A/S	DK:TIV	CSE	682.00	710.00	604.00
Village Roadshow	AU:VRL	ASX	3.11	3.9	2.30

STOCK PRICES ABOVE ARE GENERALLY QUOTED IN THE FOREIGN CURRENCY IN WHICH THE COMPANY IS LOCATED

Worldwide Markets: ASX, Australian Securities Exchange; **CSE**, Copenhagen Stock Exchange; **LSE**, London Stock Exchange; **NYSE**, New York Stock Exchange; **NASDAQ**, National Association of Securities Dealers Automated Quotations; **SEHK**, Hong Kong Stock Exchange; **SZSE**, Shenzhen Stock Exchange; **TSEC**, Taiwan Stock Excange, Corp.; **TYO/TSE**, Tokyo Stock Exchange

—SOURCES: Bloomberg.com; Wall Street Journal



DIESEL PRICES

Region (U.S)	As of 11/11/19	Change from 1 year ago
East Coast	$3.050	-$0.264
Midwest	$2.972	-$0.290
Gulf Coast	$2.795	-$0.290
Mountain	$3.203	-$0.175
West Coast	$3.435	-$0.079
California	$4.014	-$0.026

CURRENCY

On 11/13/19 $1 USD =	
0.9072	EURO
0.7782	GBP (British Pound)
109.12	JPY (Japanese Yen)
0.9939	CHF (Swiss Franc)
1.4610	AUD (Australian Dollar)
1.3237	CAD (Canadian Dollar)

BUSINESS WATCH

Cedar Fair reports record year-to-date totals

SANDUSKY, Ohio — **Cedar Fair Entertainment Co.** (NYSE: FUN) announced record results for the third quarter ended Sept. 29 and record year-to-date performance trends through Nov. 3. Net revenues for the quarter totaled $715 million, an increase of 8% over 2018. Year-to-date preliminary net revenues totaled $1.37 billion, an increase of 9% over last year. On a same-park basis, preliminary net revenues totaled a record $1.33 billion, up $71 million or 6%. (Note: Results for the third quarter of 2019 were not directly comparable with the third quarter of 2018, as the latest period included results from the operations of **Schlitterbahn** water parks, which the company acquired July 1; for purposes of the same-park comparisons, the current period excluded the Schlitterbahn results.)

Disney releases full-year fiscal 2019 earnings

BURBANK, Calif. — **The Walt Disney Co.** (NYSE: DIS) reported earnings for its fourth quarter and fiscal year ended Sept. 28. Diluted earnings per share (EPS) from continuing operations for the fourth quarter decreased 72% to $0.43 from $1.55 in the prior-year quarter. Excluding items affecting comparability, diluted EPS for the quarter decreased 28% to $1.07 from $1.48 last year. Diluted EPS from continuing operations for the year decreased 25% to $6.27 from $8.36 in 2018. Excluding items affecting comparability, diluted EPS from continuing operations for the year decreased 19% to $5.77 from $7.08 last year. In the company's Parks, Experiences and Consumer Products division, revenue and operating income were up for both the quarter and the year while attendance decreased at some locations. Revenue for the parks segment was up 8% for the quarter and 6% for the year, while operating income increased 17% for the quarter and 11% for the year. Income gains were driven primarily by higher prices for admission, hotels, food and merchandise.

SeaWorld attendance down, net income rises

ORLANDO — **SeaWorld Entertainment, Inc.** (NYSE: SEAS) reported mixed results for the third quarter. The company hosted about 8.1 million guests (down 2.6% from the same quarter in 2018), generated total revenues of $473.7 million (down 2% from 2018) and net income of $98.0 million (an increase of 2.1% over 2018). Net income included about $1.2 million of pre-tax expenses associated with restructuring and other separation-related costs; net income in the third quarter of 2018 included approximately $3.9 million of pre-tax expenses associated with restructuring and other separation-related costs. The company believed the decrease in attendance resulted primarily from unfavorable weather, including Hurricane Dorian, and a negative calendar shift resulting in one less peak summer weekend day when compared to the prior-year quarter.

Six Flags' third quarter, year-to-date totals up

GRAND PRAIRIE, Texas — Revenue at **Six Flags Entertainment Corp.** (NYSE: SIX) was $621 million for the third quarter, a $1 million increase over the same period in 2018. The increase was attributable to attendance growth of 3%, or 440,000, to 14 million guests, which was partially offset by a 1% decrease in guest spending per capita and an expected 26% decrease in sponsorship, international agreements and accommodations revenue. Net income for the quarter decreased $5 million, or 2%, compared to the prior year, and diluted earnings per share decreased 2% to $2.11. These decreases were primarily driven by a change in a state tax law that provided a benefit in 2018. For the first nine months of 2019, revenue was $1.2 billion, a 3% increase over last year.

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SAFETY, MAINTENANCE & OPERATIONS

Pennsylvania Ride Safety Seminar — page 38 / AIMS International News & Notes — page 39

PACE Seminar draws attendees come from across North America

AT: *B. Derek Shaw*
bdshaw@amusementtoday.com

The hands-on portion of the PACE seminar in October took place at DelGrosso's Amusement Park (above left). Inspectors checked out 16 different rides, reviewing inspection check sheets while going over various inspection points. Joe Pandolfo, one of the eight instructors, speaks to a class at the Altoona Grand Hotel (above right).
COURTESY JOE PANDOLFO, GARY CHUBB

ALTOONA, Pa. – Each fall, the **Pennsylvania Amusement Parks and Attractions (PAPA)** and the **Pennsylvania State Showmen's Association (PSSA)**, combine their resources and talents to organize the annual Parks and Carnival Education (PACE) seminar. This four-day ride safety education program is presented by the **National Association of Amusement Ride Safety Officials, (NAARSO)** who supply the instructors. This year the classroom instruction took place at the **Altoona Grand Hotel**, October 28-29 with testing and additional instruction on October 31. The hands-on training was held on Wednesday, October 30, at **DelGrosso's Amusement Park**, Tipton, Pennsylvania, a few miles up the road.

PACE offered either 24 or 32 hours of inspector training for Pennsylvania certified ride inspectors and/or NAARSO certified ride inspectors, along with re-certification. PACE seminar coordination was handled by **Gary Chubb**, seminar coordinator; **Lisa Bartlebaugh,** seminar administrative manager, assisted by her husband **Jerry**; **Jack Silar,** NAARSO classes and instructor liaison; **Scott Crider** from DelGrosso's Amusement Park, park liaison**; Dick Knoebel,** seminar sponsor coordinator and **Patty Swank**, financial coordinator.

The trainers have an extensive background in the amusement industry. "All the instructors are either industry-wide experts from manufacturer representatives or NAARSO certified trainers. We have a pretty well rounded set of classes," said Chubb.

The three day instruction for Class I and Class II ride inspectors featured two days of classroom training. Some of the subjects covered included: ADA, Dynamic Ride Testing, Fastener Failure, Flumes, Chutes and Rapids, Hydraulics and Pneumatics, Hazard Identification, Incident Documentation, Pennsylvania Updates, Codes and Standards, Midway Inspections, Restraint System Inspections, Rust/Corrosion and Roller Coaster Inspections (portable, wood and steel). There was also instruction on specific ride manufacturers, including **Hrubetz**, **Eyerly**, **KMG**, **SBF** and **Visa**.

Discussing the training, Chubb said, "Last year we went to a traveling show winter quarters (**Majestic Midways**, Dover, Pennsylvania), and this year we returned to visit a park (DelGrosso's). Due to the fact that for Pennsylvania inspectors having to re-certify every three years, some classes were repeated from last year with some changes [as well.]"

One of the highlights of the annual seminar is always the hand-on portion. Attendees spent the day at the park looking at 16 different rides. They were broken down into different groups so everyone could rotate through all the stations, visiting each ride, reviewing inspection check sheets, while going over various inspection points. Some rides had park maintenance personnel at them while others had NAARSO inspectors who pointed out the various inspection points and things to be aware of. Rides the group inspected included Dizzy Dragons, **Sellner**; Helicopter, **Allan Herschel**; Elephants, **Thumberg**; Wacky Worm, **Fajume**; Free Fall, **Moser**; Scrambler, **Eli Bridge**; Carousel, **Spillman**; Turtles, **RE Chambers**; Pharaoh's Fury, **Chance**; Crazy Mouse, **Reverchon**; Tilt-A-Whirl, Sellner; Paratrooper, **Hrubetz**; Swing Buggy, **Bertazzon**; Round Up, **Manco**; Dodgem, **Majestic** and Rock Star, **ARM**.

Some of the participating organizations included **Bartlebaugh Amusements**, **DelGrosso's Park**, **Houghton Enterprises**, **Kennywood Park**, **Connecticut State Police**, **Penn Valley Shows**, **AEB Shows**, **Hersheypark**, **Maine State Fire Marshal's Office**, **New York City Department of Buildings**, **Lynam's Amusements**, **LAM Enterprises**, **New Hampshire Tramways Division**, **Ober Gatlinburg**, **Dutch Wonderland**, **Ozark Amusements**, **ADI of Tennessee** and **Phantom Entertainment**. The training is offered jointly for both portable and fixed ride operators.

2019 PACE Seminar Sponsors included **Allied Specialty Insurance**, **Allan Herschell Company**, **Amusement Today**, **A.R.M. (US) Inc.**, **Battech Enterprises**, **DelGrosso's Amusement Park**, **Great Coasters International**, **Haas & Wilkerson Insurance**, **J & S Rides**, **Majestic Manufacturing**, **Naughton Insurance**, **Philadelphia Toboggan Coasters, Inc.**, **Premier Rides**, **Ralph S**

See PACE, page 37

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ASTM International cooperates with Mexico City, updates indoor skydiving standard

W. CONSHOHOCKEN, Pa. — In November, Mexico City signed a memorandum of cooperation (MOC) with global standards developer **ASTM International**. The agreement is specifically focused on internationally-recognized standards maintained by the organization's committee on amusement rides and devices.

The MOC was signed by **Katharine Morgan**, ASTM International president, and **Carlos Sainz Luna**, Mexico City's undersecretary for the Office of Integral Risk Management and Civil Protection. **Paulina Reyes**, vice president and executive director of Latin America for **IAAPA**, witnessed and strongly supported the signing. Reyes noted that IAAPA brought technical experts together with the government of Mexico City to work on amusement ride safety and related legislation that could reference ASTM International standards.

"This great collaboration supports the people of Mexico City and the amusement rides and devices sector," said **Miryam Urzúa**, secretary with Mexico City's Office of Integral Risk Management and Civil Protection. "It will enhance and promote safety and continue economic growth in the industry."

In other ASTM International news, its amusement rides and devices committee (F24) is developing a proposed new standard for the vertical wind tunnels used as indoor skydiving attractions.

The proposed standard (WK70227) will cover safety, design, construction, inspection, operation and maintenance practices that are specific to indoor skydiving facilities, and not covered in ASTM's more general amusement ride standards.

Finally, F24 has developed a standard for requirements for hayride attractions. The voluntary standard (soon to be published as F3168) will apply to hayrides meant for entertainment, recreation or agritourism.

"Hayrides can be a lot of fun, but we can do more to create a culture of safety," said **Randy Bates**, owner of **Agritainment, Inc.**, and a member of the committee. "We came together and reached consensus on a voluntary standard in order to create some basic tenets that help ensure a safe, enjoyable experience."

•astm.org

PACE

Continued from page 36

Alberts Company, **Rides 4-U** and **Rocky Mountain Construction.**

As a special gift for attending the seminar, all attendees were given a DelGrosso's gift box with their famous spaghetti sauce and other products.

This joint effort between the Pennsylvania State Showman's Association as well as the Pennsylvania Amusement Parks & Attractions has been around the past 13 years. "While this can be considered as a NAARSO Outreach program — it's unique in that it's geared toward both Pennsylvania and NAARSO inspectors and certification is offered for both entities," said Chubb.

NAARSO will coordinate a ride safety training session with the **NJAA (New Jersey Amusement Association)** in mid-February. Every other year, NAARSO hosts a training program in the New England area. The amusement industry seminar season usually occurs October to March, in what is primarily the off-season in the northeast and mid-Atlantic regions.

Current plans are to hold the 2020 PACE Ride Safety Seminar in Bloomsburg, Pennsylvania with training classes at **Bloomsburg State University**. Dates are TBD.

From 1985 thru 2006 this seminar was known as the Pennsylvania Ride Safety Seminar. In 2007 it became known as the PACE Ride Safety Seminar. On or about 2007 **Phil Slaggert**, a private ride safety consultant, picked up the name of Pennsylvania Ride Safety Seminar and has been running two additional seminars in the Commonwealth per year since that time.

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Fall Pennsylvania Ride Safety Seminar trains, tests 175 inspectors

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At left, discussing the curriculum are (from left): A.J. Slaggert, instructor; Joe Filoramo, supervisor, Amusement Ride Safety Division, Department of Agriculture and Phil Slaggert, with Slaggert Risk Management. At right, Pennsylvania's ride safety division works out of the Department of Agriculture, Bureau of Ride and Measurements Standards (from left): Quality Assurance Inspectors John Humberger, John Jardine and Randall Arndt with Joe Filoromo, supervisor, Amusement Ride Safety Division. AT/B. DEREK SHAW

HARRISBURG, Pa. — The **Pennsylvania Ride Safety Seminar** trained and tested amusement ride inspectors in Pennsylvania, New Jersey and beyond Nov. 5 -7. Conducted by **Slaggert Risk Management** for the **Pennsylvania Department of Agriculture Bureau of Ride and Measurements Standards**, the education was for Class 1 and 2 ride inspectors and general qualified inspectors, specialized inspectors and those needing recertification.

The training, either 16 or 24 hours, was for individuals working at amusement venues, water parks, haunted houses, zip lines and family fun centers. Specialty license certification covered inflatable rides, extreme rides (climbing walls, harnessed trampolines, zip lines, mechanical bulls), waterslides and aquatic equipment, go karts and bumper boats and walk-through attractions (haunted houses and fun houses). Each seminar participant selected the courses that were most beneficial for their career path, job description, abilities, and employer benefit. The fall seminar offered more than 125 course options, with new topics added as well. Attendees traveled from 13 states and Canada to participate in the seminar.

The training and testing is independent of the Pennsylvania Department of Agriculture; however it is sanctioned by them. This is the 29th time Slaggert Risk Management/ **Phil Slaggert** has overseen the training in Pennsylvania.

A.J. Slaggert, one of the many instructors, said, "Safety is such an amazing thing. Fifteen years ago the thing we would worry most about is maybe a little scuffle here and a little scuffle there, somebody stealing a teddy bear off of a concession stand, or someone breaking into a car in the parking lot. Now we have to worry about cars coming into the grounds. People cannot stand to see people having fun (referring to active shooters.) Most of them have either been in places of worship, or places of education or places of entertainment. They don't want people to be in their comfort zone. How do we address that in our business? We have to look at all of the fringe activities that are going on in our places. We have to prepare them [attendees] for that one in a million chance they are going to be tested with some event."

The 61 volunteer presenters possessed a high quality of knowledge and professionalism allowing good interaction with participants during the three-day program. They came from all around the country with a wide spectrum of specialties that impact the amusement industry.

Many of the course offerings were broad-based while some classes target very specific subjects. Some of the topics included lock out/tag out, risk reduction strategies, welding safety, accessibility for amusement rides and facilities, NDT, emergency training, metal fatigue, corrosion and rust, suspicious activity, Opioid crisis and Lyme disease.

One of the hot topics at the fall session focused on grounding and wiring and transformers on European rides. **Joe Filoromo**, Supervisor, Amusement Ride Safety Division, explained the importance. "Most European rides come pre-wired and normally adapt to our five-wire system. Some [rides] are being bought without that and it leaves it to the owner to wire them properly. **Tom Dunn**, a well-known authority in the electrical side of the portable industry, conducted this session sharing his vast knowledge with attendees. "Electrical is one of my priorities. I am always looking for new ways to explain these things," said Filoramo. "People need to understand the basics of electricity and how to use a few simple testing devices that you can buy." Should it be a bigger issue, for someone with a basic knowledge, "can call a professional for something that is beyond his talents and cover electrical issues on amusement

▸ **See SEMINAR, page 40**

AIMS INTERNATIONAL

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Important deadlines

Register for the seminar and book your hotel room at aimsintl.org. Registration is $695 after Dec. 1 and covers all five days of classes and materials, the opening reception, lunch every day and all morning and afternoon snack breaks. Continuing Education Units (CEU) are provided by **Old Dominion University**. Book your hotel room at the **Hilton Galveston** or the **Holiday Inn Resort Galveston** by Dec. 31 to get the special AIMS rate of $115 per night.

Donate to the silent auction

The AIMS Silent Auction, a highlight of the week during the Safety Seminar, gives everyone a chance to bid on all kinds of fun items and helps support AIMS' continuing efforts to upgrade classroom equipment. We're looking for all kinds of amusement industry merchandise such as shirts, bags, hats, etc. Plush and other industry souvenirs to bring home to the kiddos are always popular. Please contact Holly Coston at h.coston@aimsintl.org for information on where to send your items.

Sponsorship opportunities

Help us with our mission to improve amusement industry safety through leadership in education. Your sponsorship helps us improve our program and training materials. As a sponsor, you get exposure to hundreds of students and instructors who directly influence buying decisions at parks, carnivals, family entertainment centers, water parks and other industry attractions as well as continued exposure throughout 2020. For more information on sponsorship, contact us at info@aimsintl.org.

AIMS annual membership meeting

The AIMS International annual membership meeting will be held in Galveston, Texas, on Monday, Jan. 13, at 6:00 pm. All AIMS International members are invited to attend.

Become a member of AIMS International

AIMS has two categories of membership: Active members are manufacturers or suppliers of goods and services to the industry. Active membership entitles such members to attend meetings and vote for the Board of Directors; Associate members don't otherwise qualify as active members. (State ride inspectors, park and carnival owners or operators, employees of owners or operators, etc.). Membership applications can be found at aimsintl.org.

Happy Holidays and best wishes for a safe and prosperous New Year from AIMS International!

We hope to see you in Galveston Jan.12-17, 2020.

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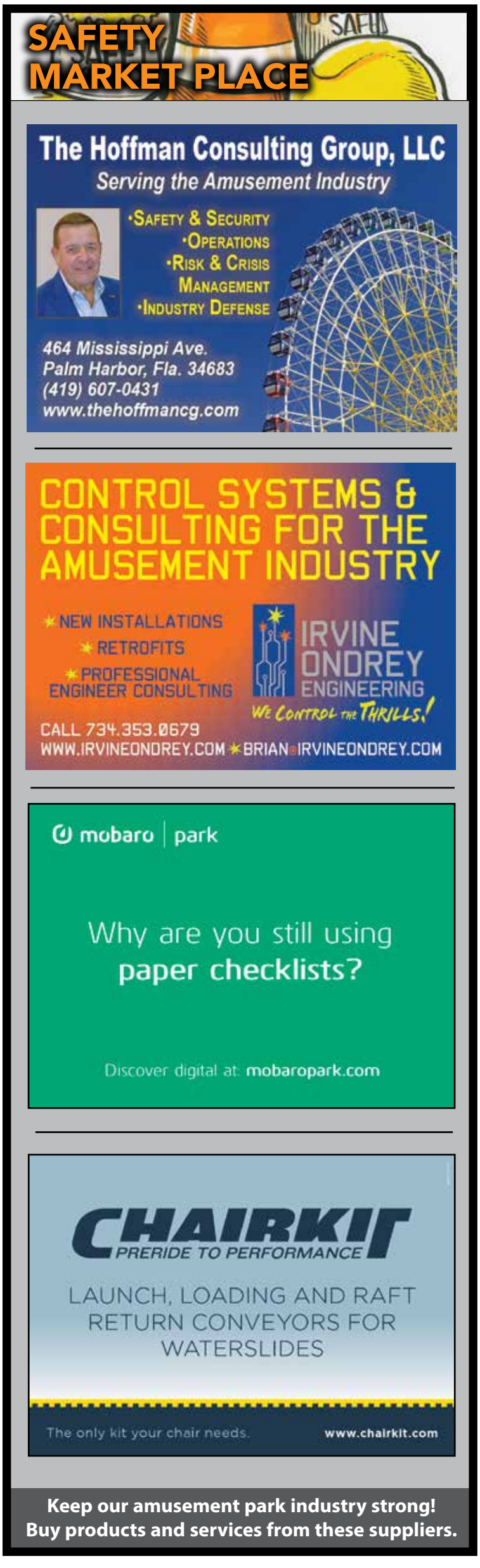

SEMINAR

Continued from page 38

rides properly."

Some of the participating carnivals included: **Skelly's Amusements**, **C&L Shows**, **Circus Time**, **Interstate Amusements**, **Commerford & Sons**, and **Carnival Concessions**. Participating amusement/water parks included **Sesame Place**, **Conneaut Lake Park**, **Dutch Wonderland**, **Splash Lagoon**, **Hersheypark**, **Kalahari Resort Poconos**, **Dutch Springs Aqua Park**, **Waldameer**, **Great Wolf Lodge** and **Arnold's Family Fun Center**.

The Pennsylvania certification program is recognized in many states across the country including neighboring New Jersey. Those inspectors are trained for that states' Recognized Certified Maintenance Technician, (RCMT). There are many inspectors who don't work in Pennsylvania; however, they register in Pennsylvania to have the certification on their ride from inspectors trained in the Keystone State.

Summing things up, Slaggert said, "Safety itself, as a general term, is an on-going investigation. We'll never have all the answers, but we can sure try to be as prepared as we can."

Since 1984, the Pennsylvania Department of Agriculture has inspected and registered amusement rides under the Amusement Ride Safety Act, while offering semi-annual education and outreach seminars. The next Pennsylvania Ride Safety Seminar is scheduled for February 25–27 at the **Red Lion Hotel and Conference Center**, Harrisburg, just off I-283 on Lindle Road. The Pennsylvania Ride Safety program can be reached at paridesafety.com or by calling 717-215-4316.

Note: The Pennsylvania Ride Safety Seminars are not to be confused with the annual PACE (Parks and Carnival Education) seminar, jointly sponsored by the **Pennsylvania State Showmen's Association (PSSA)** and the **Pennsylvania Amusement Parks & Attractions (PAPA)**. That seminar, presented by **National Association of Amusement Ride Safety Officials (NAARSO)**, is scheduled for late October each year with a "hands-on day" as part of the training. PACE offers inspector training for Pennsylvania Certified Inspectors and/or NAARSO levels, 24 and 32 hour programs. Current plans are to hold the 2020 PACE Ride Safety Seminar in Bloomsburg, Pennsylvania with training classes at **Bloomsburg State University**. Dates TBD. Seminar information can be found on the PSSA website pashowmen.com and PAPA website: paamusementparks.com.

Michael Mingle with Cold Air Repair, Stow, Ohio gave a presentation on the general repair of inflatables. Attendees could select from more than 125 different course offerings during the three day seminar. AT/B. DEREK SHAW

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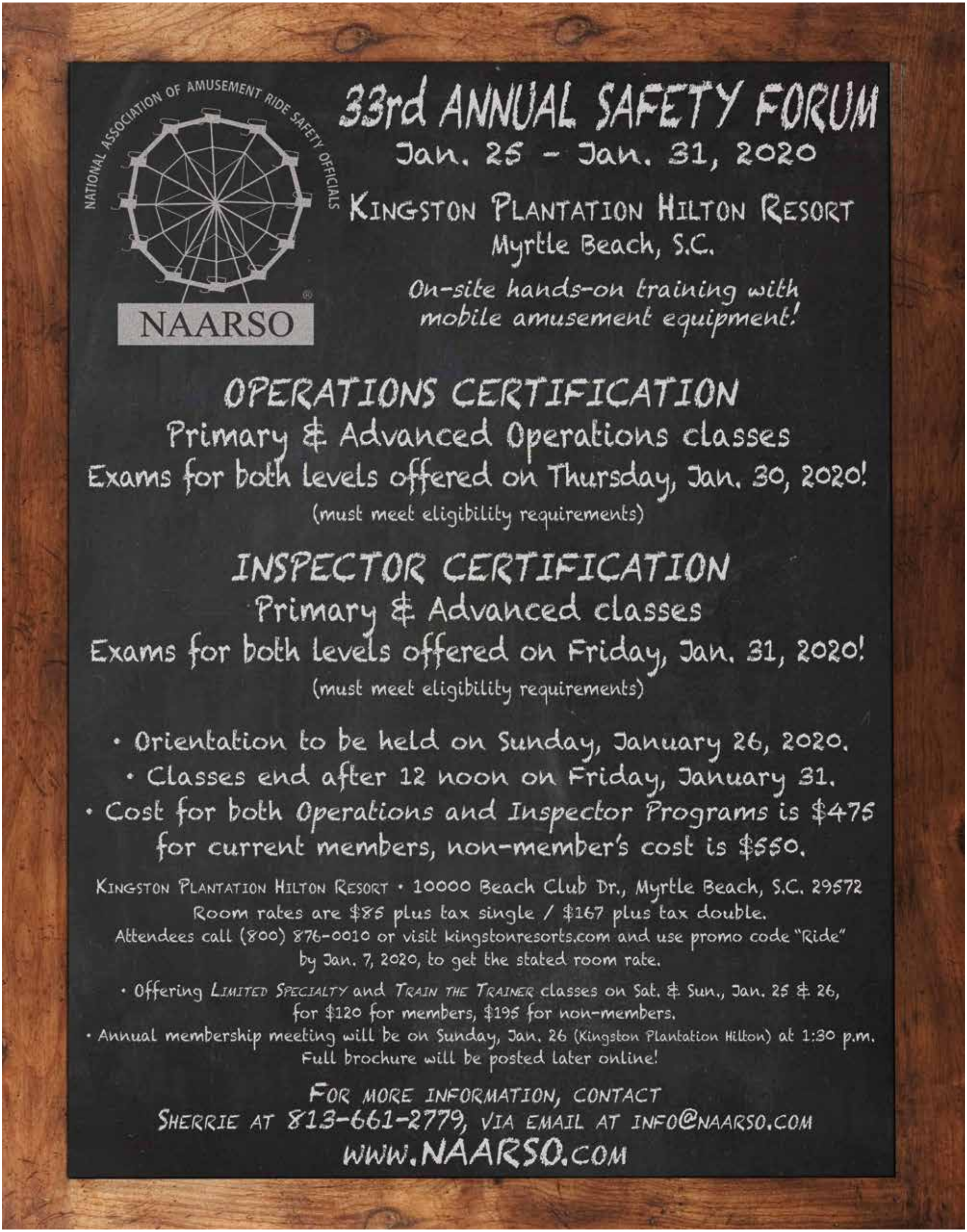
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